

ABSTRACT

This research is motivated by the phenomenon of emergence many new brands, especially for facial cleansing soap product categories. The purpose of this study was to investigate influence of brand image, consumer dissatisfaction, advertising, word of mouth, and characteristic of product category on brand switching.

This research was conducted on consumers facial cleansing soap that has been moved to another brand of soap and facial cleanser and sample set of 100 respondents using Purposive Sampling method, used a multiple linear regression method with SPSS ver.17.0 for windows software.

The result showed that brand image, consumer dissatisfied, advertising, word of mouth, and characteristic of product category have positive and significant impacts on brand switching. The most dominant variable that influence on brand switching is word of mouth which have 0,221 percent and the vulnerable factor that influence on brand switching is consumer dissatisfaction which have 0,187 percent.

Keywords : *brand switching, brand image, consumer dissatisfaction, advertising, word of mouth, characteristic of product category*