

ABSTRACT

Backgrounds of this research are competitions among old brands and various new brands emergence especially for service provider's card. Indosat's problem is characterized by a high number of brand switching from Indosat IM3 to other service providers. By knowing that high number we have to learn the reasons why consumers displace their service providers. According to data, there was a movement of service provider's market share in 2010-2011 where Indosat IM3 decreased. In 2010 Indosat IM3 reached top two of service provider's market share with 19,4%. But in 2011, Indosat IM3 decreased for about 1,3% and its position was replaced by XL.

The purpose of this research is to know the influence of product's price, product's promotion, and product's quality to the decision of product displacement. This research was done to Indosat IM3 consumers that have been moved to other products and they are 2010-2012 student of Diponegoro University, Faculty of Economics. It was done to a hundred people by using non probability sampling technique. Then it made regression equation in standardized coefficient form.

In that double regression equation, all of variable coefficient have positive coefficient. It supports the past presumption that there is positive influence from product's price, product's promotion, and product's quality to the decision of Brand switching

Keywords: brand switching, price, product's quality, promotion