ABSTRACT

Business world faces global rivalry new era more tighter that is caused by globalization. globalization is pushed by fast progress in the field of technology, trade liberalization, with factors other. farther say that in globalization era, brand total and product that compete in market is very many so that has various choice and alternative product or service that can fulfil the need.

This watchfulness aim to detects influence ketidakpuasan consumer, need looks for variation, price and competitor product advertisement towards decision perpiondahan brand in cigarette user sampoerna at city semarang. population in this watchfulness entire cigarette users sampoerna at city semarang. as to sample in peneltiian this is as big as 100 respondents that use cigarette sampoerna at kopta semarang. analyzer that used doubled regression analysis yng beforehand at test with valiiditas and reliabiloitas.

Watchfulness result shows that value t count in variable ketidakpuasan consumer as big as 6,320 with level signifikansi 0,029. because 6,320 > 1,661 and 0,000 < 0,05 inaka ho aversed and ha accepted. n ilai thitung in need variable looks for variation as big as 5,133 with level signifikansi 0,000. because 5,133 > 1,661 and 0,000 < 0,05 so ho aversed and ha accepted. value thitung in price variable as big as -3,442 with level signifikansi 0,001. because -3,442 > 1,661 and 0,001 < 0,05 so ho aversed and accepted. value thitung in variable competitor product advertisement as big as 3,755 with level signifikansi 0,000. because 3,775 > 1,6611 and 0,000 < 0,05 so ho aversed and ha accepted. this matter inferential that there is influence between ketidak puasan, need looks for variation, price and competitor product advertisement towards perpidahan brand in cigarette user sampoerna at city semarang.
determination coefficient value or r2 that produced as big as 0,729. matter this means 72,9,8% variation from brand transfer decision can be explained by fourth independent variable that is used in regression similarity. while the rest that is as big as 27,2% (100% - 72,9,8% = 27,2%) explained or predicted by variable other outside fourth variable that used in this watchfulness.

keyword: not satisfaction consumer, need looks for variation, price and competitor product advertisement and brand transfer decision