

ABSTRACT

This study is grounded by the decreasing of TehBotol Sosro's market share about 10,7% in 5 (five) years a row which indicates the occurrence phenomenon of consumer switching from TehBotol Sosro (the tea which are ready to be drink type) to other tea brands. This phenomenon is usually called brand switching. Therefore, the problem in this study is "what are the factors that influence consumers switching from TehBotol Sosro (the tea which are ready to be drink type) to another tea brand". This study examined two independent variables, there are effectiveness of competitor's advertising and variety seeking behavior toward brand switching behavior. The purpose of this study is to find the influence of both the independent variable toward brand switching behavior.

This study uses a questionnaire method with purposive sampling technique to 96 people who had consumed TehBotol Sosro before and have switched to another tea brand. Then, the writer uses the qualitative and quantitative analysis to analyze the data. The quantitative analysis includes the test of validity, reliability, classic assumption, double regression analysis, test hypotheses and test the feasibility of the model through anova test and value of adjusted R square. The qualitative analysis constitutes the interpretation of the data that has been collected in this study and the data processing that has been done by giving some information and explanation.

The results of this study indicate that the independent variables used in this study, that effectiveness of competitor's advertising and variety-seeking behavior is feasible to test the dependent variable through the anova test. The t test results showed that all independent variables are tested has a positive and significant effect on the brand switching behavior. The Adjusted R Square is 0,5754 which indicates that 57,5% variation of brand switching behavior can be explained by the two independent variables and the remaining 42,5% is explained by other factors beyond this study.

Keywords: brand switching behavior, effectiveness of competitor's advertising and variety seeking behavior