

ABSTRACT

The research was motivated by a decrease in Sedaap Noodles market share during the 3(three) consecutive years which indicates the occurrence of the phenomenon of the shift of consumer consumption of instant noodles, Noodles Sedaap to other brands. Based on the data obtained that a decline in market share Mie Sedaap for three consecutive years from 2008-2010.

The purpose of this study was to determine the product quality, brand image, and pricing ads against the decision of brand stop. The research was conducted on consumers Sedaap Noodles who have switched to other brands of instant noodles and the number of samples is set as much as 96 respondents using a sampling method of making types of methode technic purposive sampling. The method of analysis used is quantitative analysis.

The study produced several findings. The test results were partially found that variable product quality, brand image and price have not affect positively and significantly impact on brand switching. Meanwhile, when viewed from the simultaneous test result, it showed that variables of product quality, brand image and pricing were positively and significantly affecting toward brand switching.

Keywords : Product quality, Brand image, Pricing, Brand Stop.