

## **ABSTRACT**

*In recent years, competition among manufacturers of motorcycles in Indonesia has increased. The manufacturer of motorcycles in Indonesia compete to create a varied range of products. This phenomenon has the potential to bring the brand switching behavior. As market leader Honda motorcycle sales in Indonesia are also affected. Over the past four years, sales of Honda's market share continues to decline, although in the last year had increased, but the percentage of market sharenya not as big as in previous years. This study aims to determine and analyze the factors that influence consumer decisions in conducting the displacement motorcycle brand of Honda in Semarang. The variables used are post consumer dissatisfaction (X1), price (X2) and advertising (X3) are hypothesized to have a positive and significant impact on brand switching decisions (Y).*

*In this study, the population used is the consumers who make the shift brand of Honda motorcycles in Semarang. Respondents involved in this study as many as 100 people, using non-probability sampling method with a sampling technique that is accidental sampling. The data was collected by spreading questionnaire and methods of data analysis performed by multiple linear regression using SPSS software.*

*The results of the regression test showed that the post-consumption dissatisfaction variables, price and advertising have a positive and significant impact on decision-displacement motorcycles brand Honda.*

*Keywords :dissatisfaction with post-consumption, price, advertising, brand switching decision*