

ABSTRACT

Brand switching is one of interesting objects to be studied. Companies need to know what motivates consumer to switch and using competitor's product. Especially in smartphone market in Indonesia. The purpose of this study to test the strength of dissatisfaction and price perception on needs of variety-seeking in order to increase brand switching on Blackberry product. This study used two independent variables, dissatisfaction and price perception, brand switching as the dependent variable and then needs of variety-seeking as an intervening variable.

This research method using purposive non probability sampling with sample of 100 respondents in Semarang city. Data obtained from the questionnaire which was processed and analysed using multiple regression analysis techniques. This analysis includes : validity and reliability, the classic assumption test, multiple regression analysis, t-test, f-test, and coefficient of determination analysis.

The result showed the dissatisfaction, price perception affects needs of variety-seeking. Variable dissatisfaction, price perception, needs of variety-seeking has positive and significant effect on brand switching. The result also show that the direct effect of variable dissatisfaction and price perception to brand switching is bigger than the indirect effect.

Keywords: Dissatisfaction, price perception, needs of variety-seeking, and brand switching .