

## **ABSTRACT**

*This study aims to analyze the influence of promotion intensity, perception of price and customer satisfaction on brand switching decision on Gojek user in Semarang. The variables used in this study are promotion intensity, perception of price and customer satisfaction as independent variables and brand switching decision as the dependent variable. The samples used in this study were 100 respondents live in Semarang who already used an online transportation as in Gojek.*

*The sampling in this study uses non-probability sampling with accidental sampling technique using a questionnaire as a method of data collection. The analysis used in Multiple Linear Analysis using SPSS 22 analysis tools.*

*The result in this study indicates that promotion intensity and perception of price has a positive and significant effect on brand switching decision, while customer satisfaction has a negative and significant effect on brand switching decision.*

*Keywords : promotion intensity, perception of price and customer satisfaction, brand switching decision.*