

ABSTRACT

The purpose of this research is to test the influences of brand image, product availability, price and coverage toward brand switching. Using these variables, the usage of these variables are able to solve the arising problem within PT. Telkomsel.

The samples size of this research is 100 customers Simpati. Using the Statistical Process Social Science (SPSS). The results show that the brand image, product availability, price and coverage to decrease brand switching.

The effect of brand image on brand switching are -0,215; The effect product availability on brand switching are -0,243; The effect price on brand switching are -0,320 and The effect coverage on brand switching are -0,640.

Keywords: brand image, product availability, price, coverage, and brand switching.