

## ***ABSTRACT***

This study have an objective to analyze the impact of Product Quality, Service Quality to the Level of Satisfaction and Brand Switching of Toyota Avanza in low MPV segment in Semarang area. It is empirical research with the sampling technique using Probability Sampling. Sampling using the data of Toyota Avanza users who buy or switch to another brand in the same segment, namely low MPV segment and There are 100 respondent for this research. Data analysis was performed using the analysis of Structural Equation Model (SEM).

The research result shows the Product Quality affecting negatively towards the Brand Switching and significantly positive on the Level of Satisfaction, Service Quality affects the Level of Satisfaction positively significant and negatively not significant towards the Brand Switching. The Level of Satisfaction affects negatively significant towards the Brand Switching.

Key words : Product Quality, Service Quality, Satisfaction Level, Brand Switching, *Structural Equation Model* (SEM).