

## **ABSTRAK**

*Penelitian ini bertujuan untuk menganalisis dan mengetahui lebih dalam apakah Brand Hate, Product Quality, dan negative word of mouth berpengaruh terhadap brand switching pada merek MS Glow. Jumlah sampel dalam penelitian ini sebanyak 141 responden. Metode penelitian deskriptif kuantitatif melalui kuisioner daring (google form). Alat analisis yang digunakan adalah SEM Amos. Hasil penelitian disimpulkan Brand Hate berpengaruh terhadap Negative word of mouth dan Brand switching, Product quality berpengaruh negatif terhadap Negative word of mouth dan Brand switching, Negative word of mouth mempengaruhi Brand switching, Negative word of mouth memediasi pengaruh Brand hate terhadap Brand switching, akan tetapi tidak memediasi Product quality terhadap Brand switching*

**Kata Kunci:** *brand hate; product quality; negative word of mouth; brand switching*

### ***ABSTRACT***

This Study aims to analyze and find out more deeply whether Brand Hate, Product Quality, and negative word of mouth affect brand switching on the MS Glow brand. The number of samples in this study were 141 respondents. Quantitative descriptive research method through online questionnaires (google form). The analysis tool used is SEM Amos. The results of the study concluded that Brand Hate has an effect on Negative word of mouth and Brand switching, Product quality has a negative effect on Negative word of mouth and Brand switching, Negative word of mouth affects Brand switching, Negative word of mouth mediates the effect of Brand hate on Brand switching, but does not mediate Product quality against Brand switching

**Keyword: brand hate; product quality; negative word of mouth; brand switching**

