

## **RINGKASAN**

*Penelitian ini merupakan survei pada masyarakat di seluruh Indonesia. Penelitian ini mengambil judul: “The Effect Of Consumer Complaints Behavior And Brand Image On Brand Switching Intention With Social Media Use As A Moderating Variable (Study On Es Teh Indonesia)”.*

*Populasi dalam penelitian ini adalah pelanggan dari Es Teh Indonesia. Sampel pada penelitian ini sebanyak 170 responden yang diambil menggunakan metode purpose random sampling.*

*Hasil penelitian yang dilakukan dengan menggunakan analisis SPSS menunjukkan bahwa: (1) Brand Image berpengaruh Negatif terhadap Brand switching intentions. (2) Consumer complaint behavior berpengaruh positif terhadap brand switching intentions. (3) Social media use memoderasi hubungan antara brand image terhadap brand switching intentions. (4) Social media use memoderasi hubungan antara consumer complaint behavior terhadap brand switching intentions.*

*Kata kunci : Brand Image, Consumer complaint behavior, Brand Switching Intentions, Social Media use*

## SUMMARY

This research is a survey of communities throughout Indonesia. This study takes the title: “The Effect Of Consumer Complaints Behavior And Brand Image On Brand Switching Intention With Social Media Use As A Moderating Variable (Study On Es Teh Indonesia)”

The population in this study is customer of Es Teh Indonesia through out Indonesia. The sample in this study was 170 respondents taken using the purpose random sampling method.

The results of research conducted using SPSS software show that: (1) Brand image has a negative effect on brand switching intention. (2) Customer complaint behavior has a positive effect on brand switching intentions. (3) Social Media use moderates the effect of brand image on brand switching intentions. (4) Social Media use moderates the effect of consumer complaint behavior on brand switching intentions.

Keywords: Brand Image, Consumer complaint behavior, Brand Switching Intentions, Social Media use.