

SUMMARY

The purpose this study to identify and analyze the effect of consumer dissatisfaction and perceived price to brand switching decision from Natasha Skin Care with competitor's advertising and variety seeking as a moderating variable. The sample in this study there were 120 respondents who previously use the products and services of Natasha Skin Care and has now switched to other brands of skin care in Purwokerto region. Purposive sampling method used in the determination of the sample. Data was analyzed using Multiple Linear Regression Analysis and to influence its moderation using Regression Analysis Moderation Residual Method. The results of this study indicate that the consumer dissatisfaction has positively affects of brand switching decision. While the perceived price has negatively affect of brand switching decision. Other results found that the competitor's advertising moderate the influence of consumer dissatisfaction and perceived price to brand switching decision. The results of this study also showed that variety-seeking moderate the influence of consumer dissatisfaction to brand switching decision, but not moderate the influence of price perception to the brand switching decision.

Keywords : Brand Switching Decision, Consumer Dissatisfaction, Perceived Price, Competitor's Advertising, and Variety Seeking.

RINGKASAN

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh ketidakpuasan konsumen dan persepsi harga terhadap keputusan perpindahan merek dari Natasha Skin Care dengan iklan produk pesaing dan *variety seeking* sebagai variabel moderasi. Sampel dalam penelitian ini terdapat 120 responden yang merupakan konsumen yang semula menggunakan produk dan jasa dari Natasha Skin Care dan sekarang telah beralih ke *skin care* merek lain di wilayah Purwokerto. Metode purposive sampling digunakan dalam penentuan sampel penelitian ini. Data di analisis menggunakan Analisis Regresi Linier Berganda dan untuk pengaruh moderasinya menggunakan Analisis Regresi Moderasi Metode Residual. Hasil penelitian ini menunjukkan bahwa ketidakpuasan konsumen berpengaruh positif terhadap keputusan perpindahan merek. Sedangkan persepsi harga berpengaruh negatif terhadap keputusan perpindahan merek. Hasil lainnya ditemukan bahwa iklan produk pesaing memoderasi pengaruh ketidakpuasan konsumen dan persepsi harga terhadap keputusan perpindahan merek. Hasil penelitian ini juga menunjukkan bahwa *variety seeking* memoderasi pengaruh ketidakpuasan konsumen terhadap keputusan perpindahan merek, namun tidak memoderasi pengaruh persepsi harga terhadap keputusan perpindahan merek.

Kata Kunci : Keputusan Perpindahan Merek, Ketidakpuasan Konsumen, Iklan Produk Pesaing, dan *Variety Seeking*