

**THESIS**

**THE EFFECT OF PURCHASE REGRET AND CUSTOMER DISSATISFACTION  
ON BRAND SWITCHING WITH CUSTOMER NEGATIVE ATTITUDE  
AS MEDIATING VARIABLE**

**(A Study on Vivo Smartphone)**



**By:**

**Arrilla Zulfatunnisa  
C1H020024**

**MINISTRY OF HIGHER EDUCATION, SCIENCE, AND TECHNOLOGY  
UNIVERSITY OF JENDERAL SOEDIRMAN  
FACULTY OF ECONOMICS AND BUSINESS  
PURWOKERTO  
2025**