

**“THE INFLUENCE OF CUSTOMER DISSATISFACTION, NEEDS OF LOOKING FOR VARIETY, PRODUCT PRICE AND COMPETITORS ADVERTISEMENT ON THE BRAND SWITCHING DECISION OF COSMETIC PRODUCTS
CASE IN: PADANG CITY.”**

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Abstract

This research investigates the relationship between “The Influence of Customer Dissatisfaction, Needs of Looking for Variety, Product Price, and Competitors Advertisement on the Brand Switching Decision of Cosmetic Product. (Case in: Padang City).” The data obtained through questionnaire. The samples were drawn from 150 people who ever did the brand switching of cosmetic product. The data analyzed by using SPSS 16. In this research there are five variables, those are independent variable which are customers dissatisfaction, needs of looking for variety, product price, and competitors advertisement, the dependent variable which is brand switching. The findings indicated that customer dissatisfaction has significant to brand switching, needs of looking for variety has no significant to motivation, product price has significant to brand switching and competitor advertisement has significant to brand switching.

Keywords: *Customer Dissatisfaction, Needs of Looking for Variety, Product Price, Competitor Advertisement, Brand Switching Decision.*