

ABSTRACT

The research report titled “The Effect of Product Attribute Satisfaction and Its Implication on Brand Switching” (Survey on consumer automatic Yamaha motorcycle users in PT. Bintang Citra Motor Moch. Toha). Capturing the title is motivated by many who wants a automatic Yamaha motorcycle users and even have switched brand of consumers think that satisfaction.

In accordance with satisfaction calculation, variabel product attribute positive effect on brand switching throught the lower the satisfaction which means the lower the product attributes, the higher the satisfaction of brand switching conducted consumer.

Key word : Product Attributes, Satisfaction, Brand Switching.