

ABSTRACT

This research report entitled “The Influence of Product Quality, Dissatisfaction Customer, and Attractiveness of Competitors Advertisement, to Brand Switching of XL Axiata (Study on Students of Pasundan University)”. The background of this title is because there’s assumption from the customers about the products are less qualified, customers feels dissatisfaction after use the product, advertisement from competitors more attractive for students in Pasundan University. This has an impact on brand switching that are at low levels or not good.

This research method using descriptive and verifikatif method with population size 15.253 people and sample 100 people using technique Non-Probability Sampling. The instruments used were questionnaires and interviews. Data analysis using multiple linear regression analysis, multiple correlation analysis, hypothesis test (T and F) and coefficient determination. The result of research shows that there is significant influence from product quality variable to brand switching with $t_{count} = 4,854 > t_{table} = 1,660$ with significance level 0,05 or 5%. While for dissatisfaction customer also have significant influence to brand switching with $t_{count} = 4,471 > t_{table} = 1,660$ with significance level 0,05 or 5%. And then attractiveness of competitors advertisement also have significant influence to brand switching with $t_{count} = 2,905 > t_{table} = 1,660$ with significance level 0,05 or 5%. In addition, simultaneously product quality, dissatisfaction customers, and attractiveness of competitors advertisement to brand switching with the value $F_{count} = 59,817 > F_{table} = 2,70$ with a significance level of 0,05 or 5%.

Keywords: *Product Quality, Dissatisfaction Customers, Attractiveness of Competitors Advertisement, Brand Switching*