

ABSTRACT

The aims of this research are to identify the influence of consumer dissatisfaction, characteristics of product category, and variety seeking on decision switching brands Provider GSM in Muhammadiyah University of Yogyakarta. This data was obtained from 170 respondents and the method of this data collection technique are non-probably sampling and purposive sampling. Analysis tools of this research using multiple linear regression analysis method, moderated regression analysis, using validity test, reliability test, classic assumption test, T test, F test, and coefficient of determination.

Based on the result of this analysis showed (1) there is positive and significant consumer dissatisfaction to the decision on the transfer of provider GSM (2) there is positive and significant characteristics of product category in the provider GSM brand switching decision (3) there is positive and significant consumer dissatisfaction, and characteristics of product category jointly against displacement provider GSM (4) there is positive and significant consumer dissatisfaction, and characteristics of product category that is moderated by variety seeking.

Keyword : consumer dissatisfaction, characteristics of product category, variety seeking, decision switching brands.