

ABSTRACT

This research aims to analyze the influence of Consumer Dissatisfaction, ad competitors, looking for variations in Behavior against the behavior of the transfer of the brand on the card Provider 3 on Student/i at the Muhammadiyah University of Yogyakarta. The subject in this study are students/i ever used the card and never make the shift brand in Muhammadiyah University of Yogyakarta. In this study the sample numbered 156 respondents were selected using a purposive sampling method and multiple linear regression with the help of SPSS version 15.0 as its analysis tools.

Based on the results of the research that has been done to consumer dissatisfaction that the results obtained, the behavior of seeking simultaneous variations had a significant and positive influence against the behavior of the transfer of the brand. So also with the dissatisfaction of consumers have positive and significant influence against displacement behavior of brand, advertising a competitor has a positive influence and displacement behavior not significantly to brand, the behavior of seeking the variation has a positive influence and significant displacement behavior towards the brand,

Keywords: Consumer Dissatisfaction, ad competitors, looking for variations, Behavior and the behavior of the transfer of the brand