

**THE EFFECT OF NEEDS TO SEEK VARIATION, PRICE PERCEPTION,
AND CONSUMER ACCEPTANCE OF BRAND SWITCHING FROM
BODY SOAP LUX TO OTHER BODY SOAP
(Study of Bravo Swalayan Jombang Consumers)**

ABSTRACT

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This research is motivated by the decline in sales of Lux body soap. This research is intended to determine and analyze the effect of the need to find variations, price perceptions and consumer dissatisfaction with Lux's brand switching body soap. The population in this research is Lux body soap consumers in Bravo Swalayan Jombang. While the samples in this study were 100 people taken using purposive sampling techniques. Data analysis method in this research uses multiple linear regression analysis. From the results of the study found that the variable needs to find variations, price perceptions and consumer dissatisfaction has a positive effect on brand switching decision variables. The conclusion of this research is that the greater the need to find variations, the higher the brand switching on Lux body soap, the more competitive the perception of price, the higher the brand switching on Lux body soap, and the greater the consumer dissatisfaction the higher the brand switching on Lux body soap.

**Keywords: Need to Find Variation, Price Perception, Consumers
Dissatisfaction and Brand Switching.**