

**EFFECT OF PRODUCT ATTRIBUTES AND PROMOTION ON BRAND
SWITCHING FROM ALL BEAUTY PRODUCTS
TO THE MS GLOW BRAND IN STUDENTS
STIE PGRI DEWANTARA JOMBANG**

ABSTRACT

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This study aims to determine and analyze the influence of products and promotions on the attributes of music brands to the MS Glow brand on female students of STIE PGRI Dewantara Jombang management 2017. The study used an explanatory research method which was carried out through data collection in the field. The population is students who do research on the MS Glow brand as many as 60 people, data analysis using multiple linear regression statistical methods and hypothesis testing and termination coefficients. Based on research shows that good product attributes can determine changes in consumer behavior to make a brand. The better the product attributes, the higher the brand switching and promotion is very important in determining brand selection. the better the promotion keeps changing brands

Keywords: product attributes, promotion of brand b