**Pengaruh Ketidakpuasan Konsumen Dan *Variety seeking* Terhadap Keputusan Perpindahan Merek (Studi Empiris Perpindahan Penggunaan *Simcard* Simpati Menuju *Three* Pada Mahasiswa Bung Hatta Padang)**

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***Abstract***

*This research aim to influence of dissatisfaction consumer and variety seeking to brand switching decision. The sample of this research consist of 100 students in Bung Hatta University.Who had moved from simcard simpati to simcard three. The data used primary data obtained through research questionnaires. In this study, the independent variable is consumer dissatisfaction and variety seeking, while the dependent variable is brand switching. The analytical method used to perform hypothesis testing is quantitatively using a multiple regression model and statistical t-test. Based on the results of hypothesis testing found that consumer dissatisfaction and variety seeking significant effect on brand switching decision from used simcard Simpati to simcard Three.*

Key words:***Dissatisfaction Consumer, Variety Seeking and Brand Switching Decision***