

ABSTRAK

Niconoor Taroreh, 2023. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk terhadap perpindahan merek dengan ketidakpuasaan konsumen sebagai variabel mediasi. Penelitian ini merupakan penelitian kuantitatif. Populasi dalam penelitian ini yaitu masyarakat Kota Ternate. Jumlah sampel penelitian sebanyak 110 responden. Teknik analisis data yang digunakan adalah *Path Modelling* dengan *Smart – Partial Least Square* (PLS) versi 4 sebagai alat uji statistik. Hasil penelitian ini menunjukkan bahwa: (1) *produk quality* memiliki pengaruh negatif dan tidak signifikan terhadap *brand switching*; (2) *product quality* berpengaruh signifikan terhadap *customer dissatisfaction*; (3) *customer dissatisfaction* berpengaruh signifikan terhadap *brand switching*; (4) *product quality* berpengaruh signifikan terhadap *brand switching* melalui *customer dissatisfaction*.

Kata kunci: *Product Quality, Brand Switching, dan Customer Dissatisfaction.*

ABSTRACT

Niconoor Taroreh, 2023. *This research aims to determine the effect of product quality on brand switching with consumer dissatisfaction as a mediating variable. This research is quantitative research. The population in this research is the people of Ternate City. The total research sample was 110 respondents. The data analysis technique used is path modeling with Smart Partial Least Square (PLS) version 4 as a statistical test tool. The results of this research show that: (1) product quality has a negative and insignificant influence on brand switching; (2) product quality has a significant effect on customer dissatisfaction; (3) customer dissatisfaction has a significant effect on brand switching; (4) product quality has a significant effect on brand switching through customer dissatisfaction.*

Keywords: *Product Quality, Brand Switching, and Customer Dissatisfaction.*