

ABSTRACT

LUTFI INDRASWARI, *Factors that Influence brand switching of consumers palm oil (Case study at Mirota kampus, Yogyakarta). Supervised by SOEHARTO and ANTIK SUPRIHANTI.*

The aims of this research are to know the effectt of the consumer experience, knowledge of the product, the brand products, prices and availability to the brand switching of palm oil consumers. The method used in this research is case study, samples of this research as many as 100 respondents was taken by Accidental sampling method until the quota is fulfilled. The results indicate that factor of the consumer experience, knowledge of the product, the brand products, prices and availability influence to brand switching of palm oil consumers.

Key words: *palm oil, brand switching, consumer experience, knowledge of product, the brand product, prices, availability.*