

ABSTRACT

According to Kotler & Armstrong (2018:308) price is the amount of money that must be given for services, or the amount of value that consumers exchange in order to gain benefits from owning or using goods or services. According to Kotler and Armstrong (2019:63) Promotion is an activity in an effort to convey product benefits and persuade customers to purchase the products that have been offered. Promotion is one of the determining factors for the success of a marketing program. Brand switching is a psychological behavior of consumers who switch from one brand to another based on their thoughts about a product or service which leads to purchasing decisions. This research was conducted with 300 respondents used as research samples. To make it easier for researchers to carry out testing and data processing, researchers use SPSS software. The results of this research show that price and promotion have a negative and significant effect on switching behavior. Price and Promotion simultaneously influence Switching Behavior

Keywords: *Price, Promotion, Switching Behavior*