

RINGKASAN

PENGARUH KETIDAKPUASAN KONSUMEN, *ELECTRONIC WORD OF MOUTH*, *VARIETY SEEKING* DAN KUALITAS PRODUK TERHADAP PERPINDAHAN MEREK (*BRAND SWITCHING*) PRODUK *SKINCARE* DARI MEREK LAIN KE MEREK SAFI PADA KONSUMEN DI WILAYAH KOTA CILACAP

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Penelitian ini bertujuan untuk mengetahui pengaruh ketidakpuasan konsumen, *electronic word of mouth*, *variety seeking* dan kualitas produk terhadap perpindahan merek (*brand switching*) produk *skincare* dari merek lain ke merek safi. Penelitian ini dilaksanakan pada bulan Januari 2022 dan lokasi penelitian adalah di wilayah kota Cilacap.

Populasi dalam penelitian ini adalah konsumen yang sebelumnya menggunakan *skincare* merek lain dan berpindah ke merek *skincare* safi di wilayah kota Cilacap. Teknik pengambilan sampel menggunakan teknik *non probability sampling* dengan metode *purposive sampling*. Sampel dalam penelitian ini sebanyak 100 responden. Analisis data menggunakan regresi linier berganda dan pengujian hipotesis menggunakan uji t.

Berdasarkan hasil uji statistik diperoleh persamaan regresi adalah $Y = 0,991 + 0,413 X_1 + 0,209 X_2 + 0,255 X_3 + 0,209 X_4 + e$. Hasil pengujian hipotesis adalah pada hipotesis pertama menyatakan bahwa ketidakpuasan konsumen berpengaruh positif dan signifikan terhadap perpindahan merek dapat diterima. Hipotesis kedua menyatakan bahwa *electronic word of mouth* berpengaruh positif dan signifikan terhadap perpindahan merek dapat diterima. Hipotesis ketiga menyatakan bahwa *variety seeking* berpengaruh positif dan signifikan terhadap perpindahan merek dapat diterima. Hipotesis keempat menyatakan bahwa kualitas produk berpengaruh positif dan signifikan terhadap perpindahan merek dapat diterima.

Kata kunci : ketidakpuasan konsumen, *electronic word of mouth*, *variety seeking*, kualitas produk dan perpindahan merek (*brand switching*).

SUMMARY

THE EFFECT OF CUSTOMER SATISFACTION, ELECTRONIC WORD OF MOUTH, VARIETY SEEKING AND PRODUCT QUALITY ON BRAND SWITCHING OF SKINCARE PRODUCTS FROM OTHER BRANDS TO SAFI BRAND ON CONSUMERS IN THE CITY OF CILACAP

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This study aims to determine the effect of consumer dissatisfaction, electronic word of mouth, variety seeking and product quality on brand switching of skincare products from other brands to the SAFI brand. This research was conducted in January 2022 and the research location was in the city of Cilacap.

The population in this study were consumers who previously used other skincare brands and switched to the safi skincare brand in the Cilacap city area. The sampling technique used non-probability sampling technique with purposive sampling method. The sample in this study were 100 respondents. Data analysis using multiple linear regression and hypothesis testing using t test.

Based on the results of statistical tests obtained the regression equation is $Y = 0.991 + 0.413 X_1 + 0.209 X_2 + 0.255 X_3 + 0.209 X_4 + e$. The result of hypothesis testing is in the first hypothesis states that consumer dissatisfaction has a positive and significant effect on brand switching, which is acceptable. The second hypothesis states that electronic word of mouth has a positive and significant effect on brand switching and is acceptable. The third hypothesis states that variety seeking has a positive and significant effect on brand switching and is acceptable. The fourth hypothesis states that product quality has a positive and significant effect on brand switching, which is acceptable.

Keywords: *consumer dissatisfaction, electronic word of mouth, variety seeking, product quality and brand switching.*