

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh persepsi kualitas produk, persepsi harga, kebutuhan mencari variasi, dan iklan produk pesaing terhadap keputusan perpindahan merek dari smartphone Lenovo ke smartphone Xiaomi di Yogyakarta.

Penelitian ini dilakukan dengan jumlah sampel sebesar 76 responden, yang ditentukan dengan teknik pengambilan sampel menggunakan teknik *non probability sampling* dengan metode *purposive sampling* dan melakukan penyebaran kuesioner kepada responden dengan menggunakan *Google Forms*. Adapun alat analisis yang digunakan adalah SPSS (*Statistical Package for the Social Sciens*) dengan program *software software IBM SPSS (Statistikal Package for the Social Sciens) Statistics 25*.

Berdasarkan hasil yang diperoleh bahwa persepsi kualitas produk, persepsi harga, kebutuhan mencari variasi, dan iklan produk pesaing secara bersama-sama berpengaruh positif dan signifikan terhadap keputusan perpindahan merek smartphone, persepsi kualitas produk berpengaruh negatif dan tidak signifikan terhadap keputusan perpindahan merek smartphone, persepsi harga berpengaruh positif dan signifikan terhadap keputusan perpindahan merek smartphone, kebutuhan mencari variasi berpengaruh positif dan signifikan terhadap keputusan perpindahan merek smartphone, dan iklan produk pesaing berpengaruh positif dan signifikan terhadap keputusan perpindahan merek smartphone.

Kata Kunci: Persepsi Kualitas Produk, Persepsi Harga, Kebutuhan Mencari Variasi, Iklan Produk Pesaing, Perpindahan Merek.

ABSTRACT

This study aims to analyze the influence of percept quality, price perception, variety seeking and competitor products advertisements on decision of brand switching from lenovo mobile phone to xiaomi mobile phone in Yogyakarta

This research was conducted with a total sample of 76 respondents, determined by sampling techniques using non-probability sampling techniques with a purposive sampling method and distributing questionnaires to respondents using Google Forms. The analysis tool used is the SPSS (Statistical Package for the Social Sciens) with the IBM SPSS software program (Statistical Package for the Social Sciens) Statistics 25.

Based on the results obtained that percept quality, price perception, variety seeking, and competitor product advertisements together have a positive and significant effect on smartphone brand switching decisions, percept quality has a negative and not significant effect on smartphone brand switching decisions, price perception has a positive effect and significant for smartphone brand switching decisions, variety seeking has a positive and significant effect on smartphone brand switching decisions, and competitor product advertisements have a positive and significant effect on smartphone brand switching decisions.

Keywords: Percept Quality, Price Perception, Variety Seeking, Competitor Products Advertisements, Brand Switching.