

## Analisis perilaku Brand Switching konsumen dalam pembelian produk pelembab wajah = Analysis of brand switching behaviour of a consumers in purchasing face moisturizer product

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### Abstrak

Tesis ini membahas mengenai perilaku brand switching konsumen dalam pembelian produk pelembab wajah. Penelitian ini menggunakan metode survei (kuesioner) yang dilakukan terhadap konsumen pengguna produk pelembab wajah dan pernah melakukan perpindahan merek. Teknik sampling yang digunakan adalah nonprobability sampling yaitu menggunakan snowball sampling. Metode analisis data adalah dengan menggunakan structural equation modeling dengan LISREL 8.70. Hasil dari penelitian ini menunjukkan bahwa influence primary berpengaruh positif terhadap self-concept. Self-concept berpengaruh positif terhadap keputusan konsumen dalam melakukan pembelian produk pelembab wajah. Brand image berpengaruh terhadap keputusan konsumen dalam melakukan pembelian produk pelembab wajah. Ketidaksesuaian antara self-concept dan brand image dapat berpengaruh terhadap keputusan konsumen untuk melakukan brand switching untuk produk pelembab wajah. Influence of primary dapat berpengaruh terhadap health concern. Health concern berpengaruh terhadap perceived quality. Perceived quality yang buruk berpengaruh terhadap terjadinya ketidakpuasan konsumen, dan dissatisfaction dapat berpengaruh terhadap keputusan konsumen untuk melakukan brand switching.

*The focus of the thesis is about analysis of brand switching behaviour of a consumers in purchasing face moisturizer product. The research is using survey method (questionnaire) conducted on users of consumers face moisturizer products and ever doing a brand switching. Nonprobability sampling is used as sampling technique which is snowball sampling. The data analysis method is used structural equation modeling with LISREL 8.70. The result of this research shows that influence of primary has a positive effect on self-concept. Self-concept has a positive effect on purchase decisions of consumers in the face moisturizer products. Brand image has a positive effect on purchase decisions of consumers in the face moisturizer products. The discrepancy between self-concept and brand image can influence the consumer's decision to do the brand switch of face moisturizer. Influence of primary has a positive effect on health concern. Health concern has a positive effect on perceived quality. The poor perceived quality can lead to consumer dissatisfaction that can result a brand switching behaviour. And dissatisfaction can affect the consumer's decision to do a brand switch.*