

Pengaruh Perceived Product Quality, Brand Personality, dan Loyalty dalam Brand Switching Intention pada Produk Teknologi = The Effect of Perceived Product Quality, Brand Personality, and Loyalty on Brand Switching Intention of Technological Product

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Abstrak

Peran teknologi dalam kehidupan sehari-hari masyarakat sangatlah penting. Teknologi tidak hanya mengubah cara berkomunikasi, melainkan bertukar ide dan informasi serta berpartisipasi dalam sebuah jaringan. Salah satu teknologi yang banyak digunakan adalah laptop. Karena penggunaan laptop yang sangat tinggi selama pandemi Covid-19, permintaan laptop meningkat dan banyak produsen laptop yang mencoba mengarahkan konsumen untuk beralih ke merek laptop lainnya. Tujuan utama penelitian ini adalah untuk menguji pengaruh perceived product quality, brand personality, dan loyalty terhadap brand switching intention. Data dikumpulkan secara online dari 216 konsumen. Structural Equation Modeling (SEM) digunakan untuk menganalisis data. Hasil penelitian menunjukkan bahwa perceived product quality, brand personality, dan loyalty memiliki pengaruh negatif directly dan indirectly terhadap brand switching intention. Terungkap bahwa variabel perceived product quality, brand personality, dan loyalty merupakan peran penting dalam evaluasi konsumen untuk mengalihkan switching intention produk laptop. Studi ini dapat menjadi pedoman komprehensif bagi bisnis untuk memposisikan merek mereka dengan sukses untuk mengurangi niat peralihan merek oleh konsumen yang memengaruhi produknya.

.....The role of the technology in people's everyday lives is essential, including laptop. Technology not only changed the way people communicate, but also exchanged ideas and information also participated online. One of the technology that is widely used is a laptop. Since laptop utilization is very high during the Covid-19 pandemic, many laptop manufacturers try to drive the consumers to switch to their laptop brand. The study main objective is to examine the effect of perceived product quality, brand personality, and loyalty on brand switching intention. The data was collected online from 216 consumers. Structural Equation Modelling (SEM) was employed to analyse the data. The result demonstrates that perceived product quality, brand personality, and loyalty have negative effects directly and indirectly on consumer's switching intention. It is revealed that variables play a pivotal role in consumer's evaluation of switching intention to technological products. This study can be a comprehensive guideline for businesses for positioning their brands successfully to reduce any consumer switching behaviour intention affecting their products.