

## ABSTRAK

**Via Maria Qibtiah 2021 Analisis Faktor-Faktor Yang Mempengaruhi Konsumen Melakukan *Brand Switching* Dari Operator Seluler Telkomsel (Studi Kasus Pada Mahasiswa Universitas Siliwangi) Program Studi Ekonomi Syariah, Fakultas Agama Islam, Universitas Siliwangi.**

*Brand switching* atau perilaku berpindah merek merupakan suatu perilaku pasca pembelian konsumen dalam suatu produk atau jasa. Hal ini disebabkan oleh banyaknya faktor yang mempengaruhi konsumen melakukan perpindahan diantaranya adalah harga, promosi, kualitas produk, *variety seeking*, dan kepuasan. Penelitian ini menggunakan metode Deskriptif Kuantitatif, populasi dan sampel pada penelitian ini adalah mahasiswa universitas siliwangi yang pernah menggunakan operator seluler telkomsel dan menggunakan SIM Card ganda sebanyak 100 responden.

Hasil penelitian diperoleh bahwa 1) Terdapat pengaruh  $X_1$  terhadap  $Y$ , Berdasarkan analisa persamaan regresi linier  $X_1$  diperoleh  $Y = 21,727 + 0,463X_1$ . Koefisien Korelasi sebesar 0,284, koefisien determinasi Sebesar 8,1% dan diperoleh  $t$  hitung sebesar 2,933 pada tingkat signifikan  $0,004 < 0,05$  2) Terdapat pengaruh  $X_2$  terhadap  $Y$  berdasarkan analisa persamaan regresi linier  $X_2$ .  $Y = 13,901 + 1,330X_2$ , Koefisien Korelasi sebesar 0,651, koefisien determinasi sebesar 42,4%. dengan  $t$  hitung sebesar 8,487 pada tingkat signifikan  $0,000 < 0,05$ . 3) Terdapat pengaruh  $X_3$  terhadap  $Y$  Berdasarkan analisa persamaan regresi linier  $X_3$  diperoleh  $Y = 18,889 + 0,742X_3$  Koefisien korelasi sebesar 0,362, koefisien determinasi Sebesar 13,1% serta diperoleh  $t$  hitung sebesar 3,840 berada pada tingkat signifikan  $0,000 < 0,05$ . 4) Terdapat pengaruh  $X_4$  terhadap  $Y$  Berdasarkan analisa persamaan regresi linier  $X_4$  diperoleh  $Y = 11,751 + 1,528X_4$  Koefisien korelasi sebesar 0,700, koefisien determinasi Sebesar 59,9% serta diperoleh  $t$  hitung sebesar 9,709 berada pada tingkat signifikan  $0,000 < 0,05$ . 5) Terdapat pengaruh  $X_5$  terhadap  $Y$  Berdasarkan analisa persamaan regresi linier  $X_5$  diperoleh  $Y = 7,485 + 1,603X_5$  Koefisien korelasi sebesar 0,774, koefisien determinasi Sebesar 49 % serta diperoleh  $t$  hitung sebesar 12,102 berada pada tingkat signifikan  $0,000 < 0,05$ . 6) Hasil penelitian diperoleh bahwa terdapat pengaruh antara  $X_1$ ,  $X_2$ ,  $X_3$ ,  $X_4$ , dan  $X_5$  terhadap  $Y$  berdasarkan analisa persamaan regresi linier berganda diperoleh nilai  $Y = -2,050 + 0,159 X_1 + 0,081X_2 + 0,220 X_3 + 0,665 X_4 + 1,061 X_5$  dengan koefisien korelasi berganda sebesar 0,838, koefisien determinasi sebesar 70,2 % dengan  $F$  hitung sebesar 44,345 berada pada tingkat signifikansi  $0,000 < 0,05$ .

Maka dapat di simpulkan bahwa Harga, Promosi, Kualitas Produk, *variety Seeking* dan Kepuasan berpengaruh positif dan signifikan terhadap Perilaku perpindahan Merek (*Brand Switching*) baik secara parsial maupun simultan , sehingga semua hipotesis ( $H_0$ ) **ditolak** dan semua hipotesis Alternatif ( $H_a$ ) **diterima**.

**Kata Kunci :** Harga, Promosi, Kualitas Produk, *Variety Seeking*, Kepuasan, *Brand Switching*.

## ABSTARCT

**Via Maria Qibtiah 2021 Analysis of Factors Affecting Consumer Decisions of Brand Switching from Telkomsel Cellular Operators (Case Study on Siliwangi University Students) Sharia Economics Study Program, Faculty of Islamic Religion, Siliwangi University.**

Brand switching in a product or service. This is due to the many factors that influence consumers to move, including price, promotion, product quality, variety seeking, and satisfaction. This research uses descriptive quantitative method, the population and samples in this study are students of Siliwangi University who have used Telkomsel cellular operators and used multiple SIM cards as many as 100 respondents.

The results showed that 1) There is an effect of  $X_1$  on Y, Based on the analysis of the linear regression equation  $X_1$ , it is obtained  $Y = 21.727 + 0.463X_1$ . The correlation coefficient is 0.284, the coefficient of determination is 8.1% and the t count is 2.933 at a significant level of  $0.004 < 0.05$  2) There is an effect of  $X_2$  on Y based on the analysis of the linear regression equation  $X_2$ .  $Y = 13.901 + 1.330X_2$ ., The correlation coefficient is 0.651, the determination coefficient is 42.4%. with t count of 8.487 at a significant level of  $0.000 < 0.05$ . 3) There is an effect of  $X_3$  on Y. Based on the analysis of the linear regression equation  $X_3$ , it is found that  $Y = 18.889 + 0.742X_3$  The correlation coefficient is 0.362, the determination coefficient is 13.1% and the t count is 3.840 at the significant level of  $0.000 < 0.05$ . 4) There is an effect of  $X_4$  on Y. Based on the analysis of the linear regression equation  $X_4$ , it is found that  $Y = 11.751 + 1.528X_4$  The correlation coefficient is 0.700, the determination coefficient is 59.9% and the t count is 9.709 at a significant level of  $0.000 < 0.05$ . 5) There is an effect of  $X_5$  on Y. Based on the analysis of the linear regression equation  $X_5$ , it is obtained  $Y = 7.485 + 1.603X_5$  The correlation coefficient is 0.774, the determination coefficient is 49% and the t count is 12.102 at a significant level of  $0.000 < 0.05$ . 6) The results showed that there was an influence between  $X_1$ ,  $X_2$ ,  $X_3$ ,  $X_4$ , and  $X_5$  on Y based on the analysis of multiple linear regression equations obtained by the value of  $Y = -2.050 + 0.159 X_1 + 0.081X_2 + 0.220 X_3 + 0.665 X_4 + 1.061 X_5$  with the coefficient multiple correlation is 0.838, the coefficient of determination is 70.2% with F count of 44.345 at the significance level of  $0.000 < 0.05$ .

So it can be concluded that Price, Promotion, Product Quality, Seeking variety and Satisfaction have a positive and significant effect on Brand Switching Behavior either partially or simultaneously, so that all hypotheses ( $H_0$ ) are **rejected** and all Alternative ( $H_a$ ) hypotheses are **accepted**.

**Keywords:** Price, Promotion, Product Quality, Variety Seeking, Satisfaction, Brand Switching.