ABSTRACT

This research aims to analyze the effect of product quality, price, and image of the brand against Brand Switching (Fragrant Tea Shoots). This research was done to the 205 respondents using a quantitative approach assosiatif. Thus, the analysis of data used is a Structural Equation Models (SEM) by using Partial Least Square (PLS) version 3.0. The results of this research shows that, the product quality has a positive and significant effect toward brand switching, the price has a positive and significant effect toward brand switching and brand image has a positive and significant effect toward brand switching.

Keywords: *product quality, price, brand image, and brand switching*

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, harga, dan citra merek terhadap *brand switching* (Teh Pucuk Harum). Penelitian ini dilakukan terhadap 205 responden dengan menggunakan pendekatan kuantitatif assosiatif. Dengan demikian, analisis data yang digunakan adalah *Structural Equation Model* (SEM) dengan menggunakan *Partial Least Square* (PLS) versi 3.0. Hasil penelitian kualitas produk berpengaruh positif dan signifikan terhadap *brand switching*, harga berpengaruh positif dan signifikan terhadap *brand switching* dan citra merek berpengaruh positif fan signifikan terhadap *brand switching*.

Kata Kunci : kualitas produk, harga, citra merek dan *brand switching*

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