

ABSTRACT

This research grounded by disturbing Bakmi Mewah Rasa as a new comer in instant noodle premium class against Indomie and Mie Sedaap as top market leader. Brand switching customer of instant noodle to Bakmi Mewah Rasa could be caused by this phenomenon. This research examined three variables, there are variety seeking behavior, advertise, and brand image influence to brand switching behavior variable. The object of this research is student of Mercu Buana Menteng University regular2 class who consume Bakmi Mewah Rasa as many as 100 respondents. Partial Least Square (PLS) was used as a method in this research by kuantitative analysis approach. The analysis includes outer model that was used to examined validity and reliability of instruments include R-Square value, and inner model to examined causality influence of variables. The result of this research shows positively significant influence variety seeking behavior and brand image against brand switching decision. Meanwhile advertise has indirect effect positively significant against brand switching decision through brand image mediating effect. R-Square result shows that brand switching decision could be explained 45,6% by three variables were studied, and 54,4% was explained by another variables outside of this research.

keyword : variety seeking behavior, advertise, brand image, brand switching decision



ABSTRAK

Penelitian ini dilatarbelakangi oleh adanya pendatang baru pada produk mi instan kelas premium yaitu Bakmi Mewah Rasa yang mengganggu dominasi dari Indomie dan Mie sedaap sebagai penguasa pasar. Fenomena tersebut memicu terjadinya perpindahan merek pelanggan mi instan ke Bakmi Mewah Rasa. Penelitian ini menguji tiga variabel yaitu perilaku mencari variasi, iklan dan citra merek yang mempengaruhi keputusan variabel perpindahan merek. Objek penelitian ini adalah mahasiswa Universitas Mercu Buana Menteng kelas Regular2 yang mengkonsumsi Bakmi Mewah Rasa dengan jumlah 100 responden. Metode yang digunakan adalah *Partial Least Square* (PLS) dengan pendekatan analisis kuantitatif. Analisis tersebut meliputi outer model yang digunakan untuk menguji validitas dan reliabilitas instrument serta nilai R-Square, dan inner model untuk menguji pengaruh kausalitas antar variabel. Hasil dari penelitian ini menunjukkan adanya pengaruh positif signifikan perilaku mencari variasi dan citra merek terhadap keputusan perpindahan merek. Sementara iklan berpengaruh tidak langsung positif dan signifikan terhadap keputusan perpindahan merek melalui mediasi citra merek. Nilai R-Square menunjukkan bahwa keputusan perpindahan merek dapat dijelaskan 45,6% oleh ketiga variabel yang diteliti, sedangkan sisanya 54,4% dijelaskan oleh variabel lain diluar penelitian ini.

Kata kunci : perilaku mencari variasi, iklan, citra merek, keputusan perpindahan merek

