

The Effect of Product Attributes, Prices and Consumer Engagement on the Brand Switching of Blackberry Brands to Samsung Smartphones

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ABSTRACT

This study aims to analyze the brand switching of Blackberry smartphone brands to Samsung in Depok. The population of this study were residents of Rangkap Jaya Baru Depok Subdistrict and consumers of Samsung users with a sample size taken as many as 75 respondents with the criteria of someone who had transferred the BlackBerry smartphone brand to Samsung. The sampling technique uses a purposive sampling method. The analysis technique used is PLS (Partial Least Square) with SmartPLS 3.0 software. The results of this study show that (1) Product Attributes have a significant effect on the decision to move Samsung smartphone brands to iPhone in Depok with a t test value of $3.365 > 1.994$ and a significant value of $0.001 < 0.05$, (2) Price has a significant effect on the smartphone brand transfer BlackBerry to Samsung in Depok with a t-test value of $3.437 > 1.994$ and a significant value of $0.001 < 0.05$, (3) Consumer involvement has a significant effect on the transfer of BlackBerry smartphone brands to Samsung in Depok with a t test value of $3.437 > 1.994$ and a significant value of $0.001 < 0.05$. The results of the determinant coefficient (R^2) are 80.7% that the value of R-Square (R^2) > 0.75 constructs product attributes, prices and consumer involvement.

Keywords: *Product Attributes, Price, Consumer Engagement, Displacement*

Brand

**Pengaruh Atribut Produk, Harga dan Keterlibatan Konsumen
Terhadap Perpindahan Merek Blackberry ke Smartphone
Samsung
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ABSTRAK

Penelitian ini bertujuan untuk menganalisis perpindahan merek smartphone Blackberry ke Samsung di Depok. Populasi dari penelitian ini adalah Warga Kelurahan Rangkapan Jaya Baru Depok dan konsumen pengguna Samsung dengan ukuran sampel diambil sebanyak 75 responden dengan kriteria seseorang yang pernah melakukan perpindahan merek *smartphone* blackberry ke samsung. Teknik penentuan sampel menggunakan metode *purposive sampling*. Teknik analisa yang digunakan adalah PLS (*Partial Least Square*) dengan *software SmartPLS 3.0*. Hasil dari penelitian ini menunjukkan bahwa (1) Atribut Produk berpengaruh signifikan terhadap keputusan perpindahan merek *smartphone* samsung ke iphone di Depok dengan nilai Uji t sebesar $3,365 > 1,994$ dan nilai signifikan $0,001 < 0,05$, (2) Harga berpengaruh signifikan terhadap perpindahan merek *smartphone* blackberry ke samsung di Depok dengan nilai Uji t sebesar $3,437 > 1,994$ dan nilai signifikan $0,001 < 0,05$, (3) Keterlibatan Konsumen berpengaruh signifikan terhadap perpindahan merek *smartphone* blackberry ke samsung di Depok dengan nilai Uji t sebesar $3,437 > 1,994$ dan nilai signifikan $0,001 < 0,05$. Hasil koefisien determinan (R^2) sebesar 80,7% bahwa nilai R -Square (R^2) $> 0,75$ konstruk atribut produk, harga dan keterlibatan konsumen.

Kata Kunci: Atribut Produk, Harga, Keterlibatan Konsumen, Perpindahan
Merek