

***INFLUENCE OF BRAND IMAGE, WORD OF MOUTH, AND
ADVERTISING ON BRAND SWITCHING DECISION OF
SAMSUNG SMARTPHONE TO THE OPPO***

By

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Abstract

This research is a quantitative research that aims to determine the influence of brand image, word of mouth, and advertising on Brand Switching Decision Smartphone Samsung to Oppo. Population in this research are students of Economic and Business Faculty UPN "Veteran" Jakarta. The sample size was taken as many as 75 respondents, with non probability sampling method, especially purposive sampling. Data collection was done through questionnaire distribution. Analytical technique used is the method of analysis PLS (Partial Least Square). The results of this study indicate that (1) brand image has significant influence on the Brand Switching Decision with the coefficients the value of 0,445. (2) word of mouth have no significant effect on the Brand Switching Decision with the coefficients the value of 0,153. (3) advertising has significant influence on the Brand Switching Decision with the coefficients the value of 0.361.

Keywords: Brand Image, Word Of Mouth, Advertising, Brand Switching Decision

PENGARUH CITRA MEREK, GETHOK TULAR, DAN IKLAN TERHADAP KEPUTUSAN PERPINDAHAN MEREK *SMARTPHONE* SAMSUNG KE OPPO

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Abstrak

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh citra merek, gethok tular, dan iklan terhadap keputusan perpindahan merek *smartphone* Samsung ke Oppo. Populasi dalam penelitian ini adalah Mahasiswa/I Fakultas Ekonomi dan Bisnis UPN “Veteran” Jakarta. Ukuran sampel yang diambil sebanyak 75 responden dengan metode non *probability sampling* khususnya *purposive sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner. Teknik analisis yang digunakan adalah metode analisis PLS (*Partial Least Square*). Hasil dari penelitian ini menunjukkan bahwa (1) citra merek memiliki pengaruh signifikan terhadap keputusan perpindahan merek dengan nilai koefisien jalur sebesar 0,445. (2) gethok tular tidak memiliki pengaruh terhadap keputusan perpindahan merek dengan nilai koefisien jalur sebesar 0,153. (3) iklan memiliki pengaruh signifikan terhadap keputusan perpindahan merek dengan nilai koefisien jalur sebesar 0,361.

Kata Kunci : Citra merek, Gethok Tular, Iklan, dan Keputusan Perpindahan Merek.