

ABSTRAK

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Program Studi : Manajemen
Judul : Faktor-Faktor Yang Mempengaruhi Perilaku *Brand switching* Pada Pengguna Kartu Seluler Tri Di Kalangan Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Malikussaleh

Penelitian ini bertujuan untuk menganalisis pengaruh harga, kualitas produk, kepuasan konsumen, dan kecenderungan mencari variasi (*Variety Seeking*) terhadap keputusan *Brand switching* (*Brand switching*). Studi kasus dilakukan terhadap 100 responden pengguna kartu Tri di Fakultas Ekonomi dan Bisnis Universitas Malikussaleh. Data dikumpulkan melalui kuesioner daring dan dianalisis menggunakan metode Partial Least Square (PLS).

Hasil penelitian menunjukkan bahwa harga tidak memiliki pengaruh signifikan terhadap keputusan *Brand switching*. Hal ini mengindikasikan bahwa persepsi konsumen terhadap harga, baik dianggap mahal maupun kompetitif, tidak menjadi faktor utama dalam keputusan berpindah merek. Sebaliknya, kualitas produk terbukti berpengaruh positif dan signifikan terhadap keputusan *Brand switching*. Kualitas sinyal, kestabilan jaringan, daya tahan paket data, dan fitur layanan menjadi faktor dominan yang mendorong konsumen untuk berpindah ke merek lain.

Kepuasan konsumen tidak berpengaruh signifikan terhadap keputusan *Brand switching*, yang berarti meskipun konsumen merasa cukup puas, hal tersebut tidak menjamin mereka tetap setia menggunakan kartu Tri. Selain itu, *Variety Seeking* juga tidak berpengaruh signifikan terhadap keputusan *Brand switching*. Dengan demikian, keputusan *Brand switching* pada pengguna kartu Tri lebih banyak dipengaruhi oleh aspek kualitas produk dibandingkan faktor harga, kepuasan, maupun kecenderungan untuk mencoba produk baru.

Kata kunci : Harga, Kualitas Produk, Kepuasan Konsumen, Kecenderungan Mencari Variasi, *Brand switching*

ABSTRACT

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Title : Factors Influencing Brand Switching Behaviour Among Tri Mobile Card Users Among Students at the Faculty of Economics and Business, Malikussaleh University

The objective of this investigation is to evaluate the impact of price, product quality, consumer satisfaction, and variety seeking tendencies on the decision to transfer brands. A case study was conducted at the Faculty of Economics and Business, Malikussaleh University, with 100 Tri card holders. The Partial Least Squares (PLS) method was employed to analyse the data that was collected through an online questionnaire. The findings indicated that brand switching decisions were not substantially influenced by price. This suggests that the perception of price, whether it is perceived as competitive or costly, is not a significant factor in the decision to transfer brands. In contrast, the decision to transfer brands is significantly and positively influenced by product quality. Consumers are predominantly motivated to transfer to an alternative brand by signal quality, network stability, data package durability, and service features. The likelihood of consumers remaining devoted to their Tri card is not guaranteed by their level of satisfaction, as brand switching decisions are not substantially influenced by consumer satisfaction. Additionally, brand altering decisions are not significantly influenced by variety seeking. As a result, the decision to swap brands among Tri card users is more influenced by product quality than by price, satisfaction, or the inclination to experiment with new products.

Keywords: *Price, Product Quality, Consumer Satisfaction, Brand Switching, Variety Seeking Tendency*