

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *functional value*, *emotional value*, *social value* dan *epistemic value* terhadap perpindahan Merek Produk iPhone. Data untuk penelitian ini dikumpulkan melalui metode survei menggunakan kuesioner sebagai instrumen pengumpulan data. Populasi dalam penelitian ini adalah 100 Responden. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis regresi linier berganda dengan menggunakan perangkat lunak SPSS (*Statistical Package for the Social Sciences*). Hasil penelitian menunjukkan bahwa Secara parsial *functional value* berpengaruh positif dan signifikan terhadap perpindahan merek produk iPhone di Kota Lhokseumawe. Secara parsial *emotional value* berpengaruh positif dan signifikan terhadap perpindahan merek produk iPhone di Kota Lhokseumawe. Secara parsial *social value* berpengaruh positif dan signifikan terhadap perpindahan merek produk iPhone di Kota Lhokseumawe. Secara parsial *epistemic value* berpengaruh positif dan signifikan terhadap perpindahan merek produk iPhone di Kota Lhokseumawe.

Keyword: *Functional value*, *emotional value*, *social value* dan *epistemic value*,
Perpindahan merek

ABSTARCT

This research aims to analyze the influence of functional value, emotional value, social value and epistemic value on brand switching of iPhone products. Data for this research was collected through a survey method using a questionnaire as a data collection instrument. The population in this study was 100 respondents. This research uses a quantitative approach with multiple linear regression analysis using SPSS (Statistical Package for the Social Sciences) software. The results of the research show that partially functional value has a positive and significant effect on brand switching of iPhone products in Lhokseumawe City. Partially, emotional value has a positive and significant effect on brand switching of iPhone products in Lhokseumawe City. Partially, social value has a positive and significant effect on brand switching of iPhone products in Lhokseumawe City. Partially, epistemic value has a positive and significant effect on brand switching of iPhone products in Lhokseumawe City.

Keywords: *Functional value, emotional value, social value and epistemic value, brand switching*