

ABSTRAK

PENGARUH PERSEPSI KUALITAS PADA PRODUK TERHADAP KECENDERUNGAN BERPINDAH MEREK (*BRAND SWITCHING*) BAGI PENGGUNA IPHONE

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Penelitian ini bertujuan untuk mengetahui apakah persepsi konsumen pada kualitas produk berpengaruh terhadap kecenderungan berpindah merek. Penelitian ini dilakukan selama bulan Mei sampai Juni 2017 di Universitas Sanata Dharma Kampus 1 Mrican, Yogyakarta. Populasi dalam penelitian ini adalah mahasiswa Universitas Sanata Dharma Kampus 1 Mrican Yogyakarta pengguna iPhone. Pengambilan sampel menggunakan teknik *nonprobability sampling*. Data dalam penelitian ini diperoleh dengan membagikan kuesioner 100 responden. Uji Validitas menggunakan teknik *Corelasi Product Moment* dan *Uji Reliabilitas* menggunakan rumus *Cronbach Alpha*. Teknik analisis data yang digunakan untuk menguji hipotesis adalah regresi sederhana. Dari penelitian ini dapat disimpulkan bahwa persepsi konsumen pada kualitas produk berpengaruh negatif terhadap kecenderungan berpindah merek.

Kata kunci : Persepsi Konsumen pada kualitas Produk, berpindah merek

ABSTRACT

THE INFLUENCE OF CONSUMER PERCEPTION ON THE QUALITY OF PRODUCT TO BRAND SWITCHING FOR IPHONE USERS

A Case Study on the Students of Campus 1 Mrican Sanata Dharma University

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This research was conducted to know the influence of consumer perception on the quality of product to brand switching for iPhone users. This research was performed on May until June of 2017 at Campus 1 of Sanata Dharma University, Yogyakarta. The Population of this research were students who were iPhone user of Sanata Dharma University in Campus 1 that located Mrican, Yogyakarta. The Sampling technique that used in this research is nonprobability sampling. The data in this research was collected from questionnaire which distributed to 100 respondents. The Validity test in this research used Product Moment Corelation Technique and Reliability Test which used the formula of Cronbach Alpha. The simple linier regression analysis is technique applied for the data analysis in order to examine the hypothesis. This research can be concluded that consumer perception on the quality of the product has negative affect or influence to brand switching.

Keywords: Consumer Perception on Product quality, brand switching