

ABSTRAK

PENGARUH WORD OF MOUTH COMMUNICATION, PERCEIVED QUALITY, PURCHASE EXPERIENCE, DAN VARIETY SEEKING TERHADAP PERILAKU BRAND SWITCHINGKasus Pada *Lip Product* Maybelline New York

Olivia Benedicta
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui 1) pengaruh *purchase experience* terhadap *brand switching*, 2) apakah *perceived quality* dan *word of mouth communication* memediasi pengaruh *purchase experience* terhadap perilaku *brand switching*, 3) pengaruh *perceived quality* terhadap perilaku *brand switching*, 4) pengaruh *word of mouth communication* terhadap perilaku *brand switching*, 5) pengaruh *variety seeking* terhadap perilaku *brand switching* pada *lip product* Maybelline New York. Pengambilan sampel menggunakan teknik *purposive sampling*. Data penelitian diperoleh dengan membagikan kuesioner tentang *word of mouth communication*, *perceived quality*, *purchase experience*, *variety seeking*, dan *brand switching* kepada 150 responden. Teknik analisis data dalam penelitian ini adalah *Partial Least Square (PLS)* dengan menggunakan aplikasi WarpPLS 5.0. Hasil penelitian menunjukkan bahwa 1) *purchase experience* berpengaruh negatif terhadap *brand switching*, 2) *perceived quality* dan *word of mouth communication* memediasi pengaruh *purchase experience* terhadap perilaku *brand switching*, 3) *perceived quality* tidak berpengaruh terhadap perilaku *brand switching*, 4) *word of mouth communication* berpengaruh positif terhadap perilaku *brand switching*, 5) *variety seeking* berpengaruh positif terhadap perilaku *brand switching*.

Kata kunci : *Word of Mouth Communication, Perceived Quality, Purchase Experience, Variety Seeking, Brand Switching*

ABSTRACT

**THE INFLUENCE OF WORD OF MOUTH COMMUNICATION,
PERCEIVED QUALITY, PURCHASE EXPERIENCE, AND VARIETY
SEEKING ON BRAND SWITCHING BEHAVIOUR**

A Case of Maybelline New York Lip Product

Olivia Benedicta
Sanata Dharma University
Yogyakarta
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This research aims to know 1) the influence of purchase experience on brand switching behaviour, 2) the influence of purchase experience on brand switching behaviour with perceived quality and word of mouth communication as the mediating variable, 3) the influence of perceived quality on brand switching behaviour, 4) the influence of word of mouth communication on brand switching behaviour, 5) the influence of variety seeking on brand switching behaviour on Maybelline New York lip product. The sampling technique used is purposive sampling. Research data was obtained by distributing questionnaires about word of mouth communication, perceived quality, purchase experience, variety seeking, and brand switching to 150 respondents. The data analysis used in this research is Partial Least Square using WarpPLS 5.0. This research result show that 1) purchase experience had negative influence on brand switching behavior, 2) perceived quality and word of mouth communication mediate the influence of purchase experience on brand switching behavior, 3) perceived quality had not influence on brand switching behavior, 4) word of mouth communication had positive influence on brand switching behavior, 5) variety seeking had positive influence on brand switching behavior on Maybelline New York lip product.

Keywords : Word of Mouth Communication, Perceived Quality, Purchase Experience, Variety Seeking, Brand Switching