

ABSTRAK

**BRAND SWITCHING INTENTION PRODUK AEROSTREET DI
INDONESIA DITINJAU BERDASARKAN PENGARUH
LIFESTYLE, REFERENCE GROUP, VARIETY SEEKING, DAN
COMPETITOR PROMOTION**

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Penelitian ini bertujuan untuk mengetahui pengaruh lifestyle, reference group, variety seeking, dan competitor promotion terhadap brand switching intention pada produk Aerostreet di Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian eksplanatori. Populasi penelitian adalah konsumen Aerostreet di Indonesia, sedangkan sampel penelitian berjumlah 385 responden yang dipilih menggunakan teknik non-probability sampling dengan pendekatan purposive sampling. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan analisis regresi linear berganda dengan bantuan program SPSS 31. Hasil penelitian ini menunjukkan bahwa lifestyle, variety seeking, dan competitor promotion berpengaruh signifikan terhadap brand switching intention, sedangkan reference group tidak berpengaruh signifikan. Kecenderungan konsumen untuk berpindah merek lebih banyak dipengaruhi oleh ketidaksesuaian gaya hidup, kebutuhan mencari variasi produk, dan daya tarik promosi yang dilakukan oleh kompetitor dibandingkan oleh pengaruh kelompok referensi.

Kata kunci: *Brand Switching Intention, Lifestyle, Reference Group, Variety Seeking, Competitor Promotion*

ABSTRACT

**BRAND SWITCHING INTENTION OF AEROSTREET PRODUCTS
IN INDONESIA VIEWED FROM THE INFLUENCE OF
LIFESTYLE, REFERENCE GROUP, VARIETY SEEKING, AND
COMPETITOR PROMOTION**

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This study aims to examine the influence of lifestyle, reference group, variety seeking, and competitor promotion on brand switching intention toward Aerostreet products in Indonesia. The study employs a quantitative approach with an explanatory research design. The population consists of Aerostreet consumers in Indonesia, while the sample comprises 385 respondents selected using a non-probability sampling method with a purposive sampling technique. Data were collected through a questionnaire and analyzed using multiple linear regression with the assistance of SPSS version 31. The results indicate that lifestyle, variety seeking, and competitor promotion have a significant influence on brand switching intention, whereas reference group does not have a significant influence. Consumers' intention to switch brands is driven more by a mismatch between the product and their lifestyle, the desire to seek product variety, and the attractiveness of competitors' promotional activities than by the influence of reference

groups. Keywords: Brand Switching Intention, Lifestyle, Reference Group, Variety Seeking, Competitor Promotion