THE EFFECT OF PRODUCT QUALITY, PRODUCT PACKAGING AND HALAL LABEL ON BRAND SWITCHING
(study consumen cosmetics wardah in Kesamben)

Abstract:
Annisa' Istiqomah

Supervisor:
Erminati pancaningrum, ST. MSM

This study aims to determine: (1) the effect of product quality on brand switching (2) product packaging on brand switching (3) halal label on brand switching. The research method used in this study is a quantitative approach. The population of this study is made up of consumers who change brands into wardah products. The sample consisted of 100 respondents who were in the sub-district of Kesamben, in the Jombang district. The data analysis technique used is the multiple linear regression.

On the basis of the results of this study they indicate that (1) the quality of the product has a significant and significant effect on the transfer of the brand, this is indicated by a value of the regression coefficient of 0.229 and a significant value of less than 0.05, worth to say 0.002 (2) the packaging of the product has a significant effect on the transfer of the mark, this is indicated with a regression coefficient of -0.168 and a significant value less than 0.05, 0.041 (3) the halal label has a significant effect on brand displacement, as indicated by a regression coefficient of 0.477 and a significant value of less than 0.05, 0.000.

Keywords: *product quality, product packaging and halal label, brand switching.*