

**PENGARUH KUALITAS PRODUK DAN KEPERCAYAAN MEREK
TERHADAP PERPINDAHAN MEREK SUSU FORMULA LAIN
KE SUSU FORMULA MEREK MORINAGA
DI BRAVO SWALAYAN JOMBANG**

ABSTRAK

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Penelitian ini bertujuan untuk menganalisis pengaruh secara signifikan kualitas produk dan kepercayaan terhadap perpindahan merek dari susu formula lain ke susu formula merek Morinaga. Penelitian menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. Populasi adalah konsumen susu formula merek Morinaga sebanyak 96 konsumen, analisa data dengan menggunakan metode statistik Regresi Linier berganda dan pengujian hipotesis dan koefisien determinasi. Berdasarkan hasil penelitian menunjukkan bahwa Kualitas produk termasuk kategori baik, sehingga kualitas produk berkontribusi terhadap perpindahan merek susu formula merek lain ke susu formula merek Morinaga di Bravo Swalayan Jombang dan Kepercayaan Merek termasuk kategori baik, sehingga kepercayaan merek berkontribusi terhadap perpindahan merek susu formula merek lain ke susu formula merek Morinaga di Bravo Swalayan Jombang

Kata Kunci: Kualitas produk, Kepercayaan Merek dan perpindahan merek

**INFLUENCE OF PRODUCT QUALITY AND BRAND TRUST ON THE
TRANSFER OF OTHER FORMULA MILK BRAND
TO MORINAGA BRAND FORMULA MILK
AT BRAVO SWALAYAN JOMBANG**

ABSTRACT

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This study aims to analyze the significant effect of product quality and trust on the transfer from other formula milk brands for research using the explanatory research method which was carried out through data collection. The population is Morinaga brand consumer formula milk as many as 96 consumer. Data analysis using multiple linear regression statistical methods and hypothesis testing and termination coefficients. Based on the results of the study, it showed that the product quality was in the good category, respectively, between Morinaga brand formula milk at Bravo Swalayan Jombang and Brand Trust in the good category, so that brand trust contributed to the shift of formula milk brands to other brands. Morinaga brand formula milk at Bravo Supermarket Jombang

Keywords: Product quality, Brand Trust and brand switching

