

**PENGARUH CITRA MEREK DAN PERSEPSI HARGA TERHADAP
PERPINDAHAN MEREK DARI PAMPERS SWEETY
KE MEREK PAMPERS MAMYPOKO
(STUDI KASUS *CUSTOMER* INDOMARET MOJOAGUNG)**

ABSTRAK

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Penelitian ini bertujuan menganalisis pengaruh secara signifikan citra merek dan persepsi harga terhadap perpindahan merek dari pampers Sweety ke merek pampers MamyPoko. Penelitian menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. Populasi adalah seluruh konsumen pampers Sweety yang berpindah ke merek pampers MamyPoko dengan sampel berjumlah 96 responden, analisa data dengan menggunakan metode statistik Regresi Linier berganda dan pengujian hipotesis dan koefisien determinasi. Berdasarkan hasil penelitian menunjukkan bahwa citra merek yang baik mampu meningkatkan perpindahan merek dari pampers Sweety ke merek pampers MamyPoko di Indomaret dan Persepsi harga yang baik mampu meningkatkan perpindahan merek dari pampers Sweety ke merek pampers MamyPoko di Indomaret.

Kata Kunci: citra merek, persepsi harga dan perpindahan merek

**THE EFFECT OF BRAND IMAGE AND PRICE PERCEPTION ON
BRAND TRANSFER FROM PAMPERS SWEETY
TO MAMYPOKO PAMPERS BRAND
(CASE STUDY CUSTOMER INDOMARET MOJOAGUNG)**

ABSTRACT

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This study aims to analyze the significant effect of brand image and price perception on brand switching from Pampers Sweety to Pampers MamyPoko. The research uses an explanatory research method which is carried out through data collection in the field. The population is all sweetie pampers consumers who switch to MamyPoko pampers brand with a sample of 96 respondents, data analysis using multiple linear regression statistical methods and hypothesis testing and termination coefficients. Based on the results of the study, it shows that a good brand image can increase brand switching from Pampers Sweety to Pampers MamyPoko brand in Indomaret and good price perception can increase brand switching from Pampers Sweety to Pampers MamyPoko brand in Indomaret.

Keywords: brand image, price perception and brand switching