

RINGKASAN

Penelitian ini berjudul : Analisis Pengaruh Citra Merek, Iklan, Word Of Mouth, Kualitas Produk Dan Persepsi Harga Terhadap Keputusan Perpindahan Merek Reta Beauty Clinic Centre. Tujuan penelitian ini adalah untuk mengetahui Pengaruh Citra Merek, Iklan, Word Of Mouth, Kualitas Produk Dan Persepsi Harga Terhadap Keputusan Perpindahan Merek Reta Beauty Clinic Centre. Sampel penelitian ini adalah 100 responden dari mahasiswi Universitas Jenderal Soedirman Purwokerto yang melakukan perawatan di Reta Beauty Clinic Centre. Hipotesis yang diajukan adalah Citra Merek, Iklan, Word Of Mouth, Kualitas Produk Dan Persepsi Harga berpengaruh positif terhadap perpindahan merek. Alat Analisis yang digunakan adalah analisis regresi berganda. Berdasarkan hasil penelitian dapat disimpulkan bahwa Citra Merek, Iklan, Word Of Mouth, Kualitas Produk Dan Persepsi Harga berpengaruh positif terhadap perpindahan merek.

Kata kunci : citra merek, iklan, word of mouth, kualitas produk, persepsi harga, perpindahan merek.

SUMMARY

The research is titled: Analysis of the Influence of Brand Image, Advertisement, Word Of Mouth, Product Quality And Price Perception toward Brand Switching Reta Beauty Clinic Center. The purpose of this study is to know the influence of brand image, advertising, word of mouth, product quality and price perception toward brand switching Reta Beauty Clinic Center. The sample of this research is 100 respondents from student of General Soedirman university Purwokerto who do face treatment at Reta Beauty Clinic Center. The proposed hypothesis is Brand Image, Advertisement, word of mouth, product quality and price perception have positive effect on brand switching. Analysis tool used is multiple regression analysis. Based on the results of the study can be concluded that brand image, advertisement, word of mouth, product quality and price perception have a positive effect on brand switching.

Keywords: brand image, advertising, word of mouth, product quality, price perception, brand switching.