

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh citra merek, *word of mouth*, atribut produk dan persepsi harga terhadap *brand switching* produk indomie di kota semarang. Populasi dalam penelitian ini adalah konsumen produk mie instan merek Indomie di kota semarang. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 100 orang. Pengumpulan data dilakukan dengan cara menyebarkan kuesioner kepada konsumen Indomie dan menggunakan teknik *purposive sampling*. Alat analisis yang digunakan adalah uji validitas, uji reliabilitas, uji koefisien determinasi ( $R^2$ ), regresi linier berganda, uji F dan uji t. Hasil penelitian menunjukkan bahwa citra merek tidak berpengaruh signifikan terhadap *brand switching*, *word of mouth* berpengaruh signifikan terhadap *brand switching*, atribut produk tidak berpengaruh signifikan terhadap *brand switching*, persepsi harga tidak berpengaruh terhadap *brand switching*.

**Kata Kunci : Citra Merek, Word Of Mouth, Atribut Produk, Persepsi Harga dan Brand Switching.**

## **ABSTRACT**

*This study aims to analyze the effect of brand image, word of mouth, product attributes and price perception on brand switching of indomie products in the city of Semarang. The population in this study were consumers of indomie brand instant noodle products in the city of Semarang. The number of samples used in this study were 100 people. The data was collected by distributing questionnaires to indomie consumers and using purposive sampling technique. The analytical tools used are validity test, reliability test, determination coefficient test ( $R^2$ ), multiple linear regression, F test and t test. The results showed that brand image has no significant effect on brand switching, word of mouth has a significant effect on brand switching, product attributes have no significant effect on brand switching, perceived price has no effect on brand switching.*

***Keywords : brand image, word of mouth, product attributes, price perception and brand switching.***