

**Pengaruh Variety Seeking, Electronic Word Of Mouth dan Persepsi Harga
Terhadap Perpindahan Merek Kosmetik Lain Ke Kosmetik MS Glow
(Studi Kasus AMI MS Glow)**

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Penelitian ini bertujuan untuk menganalisis pengaruh secara signifikan *variety seeking*, *electronic word of mouth* dan persepsi harga terhadap perpindahan merek kosmetik lain ke kosmetik MS Glow pada konsumen store AMI MS Glow. Penelitian ini menggunakan pendekatan kuantitatif dengan metode eksplanatori (*explanatory research*). Populasi dalam penelitian ini adalah konsumen AMI MS Glow yang jumlahnya tidak diketahui. Teknik pengambilan sampel berjenis *purposive sampling*. Metode analisis data menggunakan regresi linier berganda dan pengujian hipotesis serta koefisien determinasi dengan bantuan SPSS. Berdasarkan hasil penelitian menunjukkan bahwa *variety seeking* termasuk kategori sangat baik, maka akan berkontribusi terhadap perpindahan merek kosmetik lain ke kosmetik MS Glow dan *electronic word of mouth* termasuk kategori sangat baik, maka akan berkontribusi terhadap perpindahan merek kosmetik lain ke kosmetik MS Glow serta persepsi harga termasuk kategori sangat baik, tetapi tidak mempunyai dampak terhadap perpindahan merek kosmetik lain ke kosmetik MS Glow.

Kata kunci: *variety seeking*, *electronic word of mouth*, *persepsi harga*, *perpindahan merek*.

**The effect of Variety Seeking, Electronic Word Of Mouth and Price Perception on Brand Switching Other Cosmetic to MS Glow Cosmetics
(A Case Study of AMI MS Glow)**

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This study aims to analyze the significant effect of variety seeking, electronic word of mouth and price perception on switching other cosmetic brands to MS Glow cosmetics on consumers of the AMI MS Glow store. This study uses a quantitative approach with an explanatory method (explanatory research). The population in this study are consumers of AMI MS Glow whose number is unknown. The sampling technique is purposive sampling type. Methods of data analysis using multiple linear regression and hypothesis testing and the coefficient of determination with the help of SPSS. Based on the results of the study, it shows that variety seeking is included in the very good category, it will contribute to the transfer of other cosmetic brands to MS Glow cosmetics and electronic word of mouth is included in the very good category, it will contribute to the transfer of other cosmetic brands to MS Glow cosmetics as well as price perceptions including very good category, but has no impact on switching other cosmetic brands to MS Glow cosmetics.

Keywords: *variety seeking, electronic word of mouth, price perception, brand switching.*