

## ABSTRAK

Monica Dyah Purwaningsih. 2024. Pengaruh Citra Merek, *Variety Seeking* dan *Electronic Word of Mouth* Terhadap *Brand Switching* Produk Kosmetik Lain Ke Produk Kosmetik Wardah (studi pada masyarakat di Kota Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Rizal Ula Ananta Fauzi, S.E., M.M. (II) Indra Ayu Fatmala, S.E., M.M.

**Abstrak:** Tujuan dari penelitian ini adalah untuk mengetahui pengaruh citra merek, *variety seeking* dan *electronic word of mouth* terhadap *brand switching* produk kosmetik lain ke produk kosmetik Wardah. Penelitian ini menggunakan metode kuantitatif dengan teknik *purposive sampling* dan melibatkan 384 responden sebagai sampel. Analisis data dilakukan menggunakan *software SmartPLS*. Hasil penelitian ini menunjukkan bahwa citra merek berpengaruh positif dan signifikan terhadap *brand switching*, *variety seeking* berpengaruh positif dan signifikan terhadap *brand switching*, *electronic word of mouth* berpengaruh positif dan signifikan terhadap *brand switching*.

**Kata kunci:** citra merek, *variety seeking*, *electronic word of mouth*, *brand switching*

## ABSTRACT

Monica Dyah Purwaningsih. 2024. *The Effect of Brand Image, Variety Seeking and Electronic Word of Mouth on Brand Switching Other Cosmetic Products to Wardah Cosmetic Products (study on people in Madiun City)*. Thesis. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Advisor (I) Dr. Rizal Ula Ananta Fauzi, S.E., M.M. (II) Indra Ayu Fatmala, S.E., M.M.

**Abstract:** *The aim of this study was to determine the effect of brand image, variety seeking and electronic word of mouth towards brand switching of other cosmetic products to Wardah cosmetic products. This study used a quantitative method with a purposive sampling technique and involved 384 respondents as samples. Data analysis was carried out using SmartPLS software. The results of this study indicate: brand image has a positive and significant effect towards brand switching, variety seeking has a positive and significant effect towards brand switching, electronic word of mouth has a positive and significant effect towards brand switching.*

**Keywords:** *brand image, variety seeking, electronic word of mouth, brand switching*