ABSTRAK

Reza Arvadani Arifianto. 2026. Pengaruh *Product Image,*Harga, dan *Service Quality* terhadap *Switching Behavior* Konsumen pada Peralihan Gerai Mixue Menjadi Momoyo di Magetan. Skripsi. Program Studi Manajemen. Fakultas Ekonomi dan Bisnis. Universitas PGRI Madiun. Dosen Pembimbing (I): Dian Citaningtyas Ari Kadi, S.E., M.M. Dosen Pembimbing (II): Hendra Setiawan, S.E., M.M.

Penelitian ini bertujuan untuk menganalisis pengaruh *Product Image,* Harga, dan *Service Quality* terhadap *Switching Behavior* konsumen pada peralihan gerai Mixue menjadi Momoyo di Kabupaten Magetan. Penelitian ini menggunakan pendekatan kuantitatif. Populasi penelitian adalah konsumen yang pernah membeli produk Mixue dan Momoyo di Kabupaten Magetan. Sampel penelitian berjumlah 385 responden yang ditentukan menggunakan teknik *purposive sampling.* Data dikumpulkan melalui penyebaran kuesioner secara daring menggunakan Google Form dengan skala Likert, kemudian dianalisis menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, dan uji hipotesis (uji dengan bantuan program IBM SPSS. Hasil penelitian diharapkan dapat memberikan informasi mengenai pengaruh *Product Image**,*** Harga, dan *Service Quality* terhadap *Switching Behavior* konsumen serta menjadi referensi bagi perusahaan dalam menyusun strategi pemasaran yang sesuai.

ABSTRACT

Reza Arvadani Arifianto. 2026. The Influence of Product Image, Price, and Service Quality on Consumer Switching Behavior in the Transition from Mixue to Momoyo Stores in Magetan. Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Advisors: (I) Dian Citaningtyas Ari Kadi, S.E., M.M.; (II) Hendra Setiawan, S.E., M.M.

This study aims to analyze the influence of Product Image, Price, and Service Quality on consumer Switching Behavior in the transition from Mixue to Momoyo stores in Magetan Regency. This research employed a quantitative approach. The population consisted of consumers who had purchased products from both Mixue and Momoyo in Magetan Regency. The research sample comprised 385 respondents selected using a purposive sampling technique. Data were collected through an online questionnaire distributed via Google Forms using a Likert scale. The data were then analyzed using validity testing, reliability testing, classical assumption tests, multiple linear regression analysis, and hypothesis testing (t-test) with the assistance of IBM SPSS software. The results of this study are expected to provide information regarding the influence of Product Image, Price, and Service Quality on consumer Switching Behavior and to serve as a reference for companies in developing appropriate marketing strategies.