

**PENGARUH *BRAND IMAGE* DAN *CUSTOMER EXPERIENCE*  
TERHADAP *BRAND SWITCHING* MELALUI *CUSTOMER*  
*SATISFACTION* SEBAGAI VARIABEL INTERVENING**

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**ABSTRAK**

Semakin tingginya penggunaan smartphone dalam kehidupan sehari-hari menjadikan perusahaan besar smartphone seperti Samsung dan Apple berlomba-lomba untuk menawarkan produk yang memiliki ciri khas masing-masing. Salah satunya perlu membangun perilaku konsumen dan pengalaman konsumen yang dapat berkontribusi terhadap fenomena ini. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh brand image dan customer experience terhadap brand switching melalui customer satisfaction sebagai variabel intervening. Metode yang digunakan dalam penelitian ini adalah deskriptif dan verifikatif dengan data primer berupa tanggapan konsumen. Teknik sampling yang digunakan adalah dengan purposive sampling. Analisis statistik yang digunakan dalam penelitian ini uji asumsi klasik, uji validitas, uji reliabilitas, analisis regresi linear berganda, path analisis. Banyaknya populasi dan sampel dalam penelitian ini 100 responden. Pengambilan sampel menggunakan metode purposive sampling dengan sumber yang diperoleh melalui hasil pengisian kuesioner dan diproses dengan bantuan software SPSS versi 30.0. Hasil penelitian menunjukkan bahwa Brand Image tidak berpengaruh, dan Customer Experience berpengaruh terhadap Brand Switching melalui Customer Satisfaction sebagai variabel intervening.

**Kata Kunci:** Brand Image, Customer Experience, Brand Switching, Customer Satisfaction

**THE EFFECT OF BRAND IMAGE AND CUSTOMER EXPERIENCE ON  
BRAND SWITCHING THROUGH CUSTOMER SATISFACTION AS AN  
INTERVENING VARIABLE**

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**ABSTRACT**

*The increasing use of smartphones in everyday life has made large smartphone companies such as Samsung and Apple compete to offer products that have their own characteristics. One of them is to build consumer behavior and consumer experience that can contribute to this phenomenon. This study aims to determine how much influence brand image and customer experience have on brand switching through customer satisfaction as an intervening variable. The method used in this study is descriptive and verification with primary data in the form of consumer responses. The sampling technique used is purposive sampling. The statistical analysis used in this study is the classical assumption test, validity test, reliability test, multiple linear regression analysis, path analysis. The number of populations and samples in this study was 100 respondents. Sampling using the purposive sampling method with sources obtained through the results of filling out questionnaires and processed with the help of SPSS software version 30.0. The results of the study show that Brand Image has no effect, and Customer Experience has an effect on Brand Switching through Customer Satisfaction as an intervening variable.*

***Keyword: Brand Image, Customer Experience, Brand Switching, Customer Satisfaction***