

# **THE EFFECT OF PRODUCT UTILITARIAN ON SWITCHING OF PREMIUM TO PERTALITE PRODUCTS IN BENGKALIS**

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## **ABSTRACT**

This study aims to the effect of product utilitarian on switching of premium to pertalite products in Bengkalis. The independent variable is product utilitarian and the dependent variable is switching. The type of research used is associative research with a quantitative approach by collecting primary data through a survey method by distributing questionnaires to 100 consumers who have used pertalite in Bengkalis. Data processing uses the SPSS 23 application. The data analysis used is descriptive analysis, classical assumption, simple linier regression, and t-test. Based on the tests carried out, the results of this study indicate that the product utilitarian has a positive and significant effect on the switching of premium to pertalite products. The quality T value product utilitarian 11.805 which shows that utilitarian affect switching then can be seen with the analysis R square 0.587, which means that 58.7% variables of Product Utilitarian can affect the variable of s Switching, and 41.3% Other variable that affect products switching outside of this study. Respondents prefer to switch premium products to Peralite because the quality of Peralite is good for vehicles, it is more economical and the materials used are more environmentally friendly.

**Keyword:** Product Utilitarian, Switching, Peralite.