

Analysis of Brand Switching of Unpackaged (Bulk) Cooking Oil Product to Branded Packaged Cooking Oil Product (Case Study: Bengkalis Island)

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ABSTRACT

This study aims to determine the cause of brand switching of unpackaged cooking oil products (bulk) to branded packaged cooking oil products located on the island of Bengkalis. In addition, it is also to find out the most dominant factor and also to find out the least factor causing the brand switching of unpackaged cooking oil products (bulk) to branded packaged cooking oil products on the island of Bengkalis. The type of research used in the study is observation using quantitative and qualitative approaches. Data collection techniques are carried out by observation and questionnaires. The survey method is carried out by researchers through questionnaire instruments. The number of samples obtained was 100 respondents. The results of this study show that the factors causing brand switching of cooking oil products among consumers on Bengkalis island are advertising, price, promotion, product quality, word-of-mouth communication, personality, brand image, the need for variety, and consumer dissatisfaction. The results obtained show that the brand image factor with an average of 4.29 is included in the high category, is the dominant factor that has the greatest influence on brand switching, while the factor of the need for variation with an average of 3.78 including high category, is the least dominant factor that affects brand switching. Respondents prefer to switch brand of unpackaged cooking oil products (bulk) to branded packaged cooking oil products because of the brand image of a product.

Keyword: Brand switching, Cooking Oil, Unpackaged, Branded Packaged.