

ABSTRAK

PENGARUH ATRIBUT PRODUK, *ELECTRONIC WORD OF MOUTH*, *VARIETY SEEKING* DAN *SOCIAL MEDIA INFLUENCER* TERHADAP *BRAND SWITCHING* KE KOSMETIK BIBIR BARENBLISS

Oleh:

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Penelitian ini bertujuan untuk mengetahui pengaruh atribut produk, *variety seeking*, *electronic word of mouth* dan *social media influencer* terhadap *brand switching* ke kosmetik bibir Barenbliss. Jenis penelitian yang digunakan adalah penelitian kuantitatif. Populasi yang dipilih dalam penelitian ini adalah semua pengguna kosmetik bibir Barenbliss yang berjumlah 10955. Metode penarikan sampel yang digunakan dalam penelitian ini adalah *nonprobability sampling* dengan menggunakan teknik *purposive sampling* sehingga diperoleh sampel sebanyak 368 responden. Metode analisis data yang digunakan pada penelitian ini adalah analisis regresi linier berganda. Hasil analisis menyatakan bahwa atribut produk, *variety seeking*, *electronic word of mouth* dan *social media influencer* berpengaruh terhadap *brand switching* ke kosmetik bibir Barenbliss

**Kata Kunci: Atribut Produk, Variety Seeking, Electronic Word Of Mouth,
Social Media Influencer Dan Brand Switching**

ABSTRACT

THE INFLUENCE OF PRODUCT ATTRIBUTES, ELECTRONIC WORD OF MOUTH, VARIETY SEEKING AND SOCIAL MEDIA INFLUENCERS ON BRAND SWITCHING TO BARENBLISS LIP COSMETICS

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This study's purpose was to determine the effect of product attributes, variety seeking, electronic words of mouth and social media influencers on brand switching to Barenbliss lip cosmetics. Type of Research used was associative quantitative. The populations selected in this study were all lip cosmetic users who use other brands and have now switched to the Barenbliss brand totaling 10955 people. The sampling method used was probability sampling using a simple random sampling technique so that a sample of as many as 368 respondents. The data analysis method used was multiple linear regression analysis. The analysis stated that product attributes, variety seeking, electronic word of mouth, and social media influencers partially and simultaneously influence brands switching to Barenbliss lip brand cosmetics.

Keywords: Product Attributes, Variety Seeking, Electronic Word of Mouth, Social Media Influencers, Brand Switching, Lip Cosmetics