

ABSTRACT

When the hair dye industry is highly competitive, customers find it easier to switch from one brand to another. Miranda hair dye products have experienced a decline in market dominance, influenced by complaints about irritation, hair damage, and the rise of alternative products. This phenomenon highlights the importance of understanding the psychological and marketing factors that influence consumer switching intentions. This study aims to analyze several independent variables, such as the influence of brand placement, celebrity appeal, and perceived trust on consumer switching intentions, with perceived value as a mediating variable. This study uses a quantitative approach with purposive sampling techniques and involves 144 respondents who have used Miranda products and live in Semarang. An online questionnaire was used to collect data, which was then analyzed using AMOS and Structural Equation Modeling (SEM). The results show that all independent variables have a significant effect on perceived value, and this effect on consumer switching intention is mediated by perceived value. These findings confirm that brand positioning strategies, the use of celebrities, and increasing consumer trust need to be optimized to reduce consumers' tendency to switch to other brands.

Keyword: brand positioning, celebrity attractiveness, perceived trust, perceived value, switching intention, Miranda Dye Hair Product

