

ABSTRACT

This research is aimed to investigate brand switching decision of sanitary napkins. The question proposed is whether there is an impact from quality of product and perceived price to brand switching decision of sanitary napkins users. In this study, data were collected through questionnaires from 96 respondents who used sanitary napkins in Semarang by employing purposive sampling technique.

The model of this research developed consists of two independent variables, quality of product and perceived price, and one dependent variable, brand switching decision. Using OLS, the result shows that the influence of quality of product on brand switching decision is -0,991 and significant at 1%. This means the higher the quality of product, the lower the brand switching decision. In addition, the influence of perceived price on brand switching decision is -0,045 and significant at 5%. This implies, the higher the perceived price, the lower the brand switching decision.

Based on the F test and R^2 , the model is well fit. This research concludes to increase the quality of product and perceived price to reduce brand switching decision of sanitary napkins users.

Keywords: Brand Switching Decision, Quality of Product, Perceived Price