

## Analisis Pengaruh Customer Satisfactions, Brand Trust dan Platform Trust terhadap Brand Switching Intention dari brand HMNS ke brand parfum lainnya pada platform e-commerce = Analysis of the influence of Customer Satisfaction, Brand Trust and Platform Trust on Brand Switching Intention from HMNS Brand Switching with Local Perfume Brands via the e-commerce

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### Abstrak

Penelitian ini menganalisis Pengaruh Customer Satisfactions, Brand Trust dan Platform Trust terhadap Brand Switching Intention dari brand HMNS ke brand parfum lainnya pada platform e-commerce. Penelitian ini menggunakan desain penelitian konklusi deskriptif cross sectional dengan metode survei kuesioner. Metode sampling digunakan nonprobability sampling. Dari hasil penelitian, customer satisfaction memiliki pengaruh yang positif terhadap brand trust dan platform trust, dengan mediasi brand trust, customer satisfaction juga memiliki pengaruh positif terhadap brand switching intention, brand trust terhadap brand switching intention. Akan tetapi, platform trust tidak berpengaruh signifikan terhadap brand switching intention, dan customer satisfaction melalui mediasi platform trust tidak memiliki pengaruh yang signifikan terhadap brand switching intention. Hasil penelitian ini masih menunjukkan bahwa dari 171 sampel yang digunakan, ditemukan produk parfum HMNS tersebut mulai familiar di industri parfum. ....This research analyzes the influence of Customer Satisfaction, Brand Trust and Platform Trust on Brand Switching Intention from the HMNS brand to other perfume brands on e-commerce platforms. This research uses a cross-sectional descriptive conclusive research design with a questionnaire survey method. The sampling method used was nonprobability sampling. From the research results, customer satisfaction has a positive influence on brand trust and platform trust, with the mediation of brand trust, customer satisfaction also has a positive influence on brand switching intention, brand trust on brand switching intention. However, platform trust does not have a significant effect on brand switching intention, and customer satisfaction through the mediation of platform trust does not have a significant effect on brand switching intention. The results of this research still show that of the 171 samples used, consumer tastes and environmental influences on the choice of perfume products still have a very strong influence even though HMNS perfume products are starting to become familiar in the perfume industry.