

ABSTRAK

Persaingan pasar mie instan yang semakin ketat mendorong konsumen untuk lebih selektif dalam memilih produk, salah satunya terlihat dari persaingan antara Pop Mie dan Mie Sedaap Cup. Fenomena ini memunculkan kecenderungan konsumen untuk berpindah merek (*brand switching*) dari Pop Mie ke Mie Sedaap Cup di Kota Bandung. Dalam perilaku perpindahan merek ini, *brand switching* dipengaruhi oleh beberapa faktor, di antaranya *variety seeking* dan *packaging*. Penelitian ini bertujuan untuk mengetahui pengaruh *variety seeking* dan *packaging* terhadap *brand switching* dari Pop Mie ke Mie Sedaap Cup di Kota Bandung. Metode yang digunakan adalah deskriptif dan verifikatif dengan data primer yang diperoleh dari 385 responden melalui kuesioner. Analisis data dilakukan menggunakan SPSS 25. Hasil penelitian menunjukkan bahwa *variety seeking* dan *packaging* berpengaruh positif dan signifikan secara parsial maupun simultan terhadap *brand switching* dari Pop Mie ke Mie Sedaap Cup di Kota Bandung.

Kata Kunci: *Brand Switching, Packaging, Variety Seeking*

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The increasingly competitive instant noodle market has pushed consumers to become more selective in choosing products, as seen in the competition between Pop Mie and Mie Sedaap Cup. This phenomenon has given rise to a tendency among consumers to switch brands (brand switching) from Pop Mie to Mie Sedaap Cup in the city of Bandung. In this brand-switching behavior, brand switching is influenced by several factors, including variety seeking and packaging. This study aims to determine the influence of variety seeking and packaging on brand switching from Pop Mie to Mie Sedaap Cup in the city of Bandung. The method used is descriptive and verificative, with primary data obtained from 385 respondents through questionnaires. Data analysis was conducted using SPSS 25. The results show that variety seeking and packaging have a positive and significant effect, both partially and simultaneously, on brand switching from Pop Mie to Mie Sedaap Cup.

Keywords: Brand Switching, Packaging, Variety Seeking