

## ABSTRAK

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**“ANALISIS PENGARUH PRIOR EXPERIENCE & PRODUCT  
KNOWLEDGE, TERHADAP KEPUTUSAN MELAKUKAN  
BRAND SWITCHING DIMEDIASI OLEH SATISFACTION  
DALAM PEMBELIAN SEPEDA MOTOR ADVENTURE”**

Penelitian ini bertujuan untuk mengetahui dan menganalisis Pengaruh *Prior Experience, Product Knowledge Dan Satisfaction* Terhadap Keputusan Konsumen Melakukan *Brand Switching* Dalam Pembelian Produk Motor Adventure. Teknik pengambilan sampel ditentukan dengan *sampling purposive*, dimana ada kriteria responden, selain itu juga menggunakan metode aksidental yaitu penentuan sampel berdasarkan kebetulan dimana yang siapa saja kebetulan bertemu dengan peneliti yang dapat digunakan sebagai sampel dengan membagikan kuesioner pada anggota komunitas motor adventure. Metode analisis yang dipergunakan adalah metode analisis deskriptif, metode analisis statistik Partial Last Square (PLS) untuk mencari *inner model, outer model*, dan hipotesis. Hasil penelitian ini menunjukkan diterimanya keseluruhan hipotesis, yakni adanya pengaruh yang positif dan signifikan pada faktor *prior experience (X1)*, *product knowledge (X2)* dan faktor *satisfaction (X3)* terhadap Keputusan Konsumen Melakukan *Brand Switching* Dalam Pembelian Produk Motor Adventure.

**Kata Kunci :*Prior Experience, Product Knowledge, Satisfaction, Brand Switching*, Keputusan Konsumen.**

## **ABSTRACT**

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**“INFLUENCE ANALYSIS OF PRIOR EXPERIENCE & PRODUCT  
KNOWLEDGE, ON THE DECISION TO DO BRAND SWITCHING IS  
MEDIATED BY SATISFACTION IN PURCHASING ADVENTURE  
MOTORCYCLES”**

This study aims to determine and analyze the Prior Influence Experience, Product Knowledge and Satisfaction on Consumer Decisions Performing Brand Switching in Purchasing Motor Adventure Products. Technique Sampling is determined by purposive sampling, where there are criteria respondents, but it also uses the accidental method of determining the sample based on coincidence where anyone happens to meet the researcher which can be used as a sample by distributing questionnaires to members adventure motorcycle community The analytical method used is method descriptive analysis, Partial Last Square (PLS) statistical analysis method for looking for inner models, outer models, and hypotheses. The results of this study show acceptance of the entire hypothesis, namely the existence of a positive influence and significant on prior experience (X1), product knowledge (X2) and factors satisfaction (X3) on Consumer Decisions to Do Brand Switching In Purchasing Motorcycle Adventure Products.

**Key Word : *Prior Experience, Product Knowledge, Satisfaction, Brand Switching.***