

INTI SARI

PENGARUH KETIDAKPUASAN KONSUMEN, KARAKTERISTIK KATEGORI PRODUK, DAN KEBUTUHAN MENCARI VARIASI TERHADAP KEPUTUSAN PERPINDAHAN MEREK

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Penelitian ini bertujuan untuk menganalisis pengaruh ketidakpuasan konsumen, karakteristik kategori produk, dan kebutuhan mencari variasi terhadap perpindahan merek, dengan variabel kebutuhan mencari variasi sebagai moderasi dari variabel yang lainnya terhadap perpindahan merek. Subyek penelitian ini adalah Mahasiswa dan Mahasiswi perguruan tinggi yang tinggal di Kotamadya Yogyakarta yang dalam tiga bulan terakhir secara periodik melakukan keputusan pembelian produk mie instant serta melakukan perpindahan merek, dan responden akan melakukan pembelian produk mie instant pada masa datang. Besarnya sampel adalah 150 responden, dengan penentuan sampel secara non probabilitas menggunakan *convenience sampling* dan *purposive sampling*. Model analisis yang digunakan dalam penelitian menggunakan analisis regresi linier berganda dan analisis regresi hirachichal.

Hasil penelitian menggambarkan profil responden kebanyakan laki-laki, berusia 22 tahun, dan mempunyai pengalaman terhadap produk mie instant karena seringnya melakukan pembelian. Hasil analisis penelitian ini menunjukkan bahwa ketidakpuasan konsumen, karakteristik kategori produk berpengaruh secara signifikan terhadap keputusan perpindahan merek, dan pengaruh ketidakpuasan konsumen, karakteristik kategori produk terhadap keputusan perpindahan merek dimoderasi oleh kebutuhan mencari variasi.

Kata kunci: ketidakpuasan konsumen, karakteristik kategori produk, kebutuhan mencari variasi, keputusan perpindahan merek

ABSTRAKS

THE EFFECT OF UNSATISFIED CONSUMER, CHARACTERISTIC OF PRODUCT CATEGORY AND NEED TO FIND OUT VARIATION ON BRAND SWITCHING DECISION

By: Jaenudin

This research was to analyse the effect of unsatisfied consumer, characteristic of product category, and need to find out variation on brand switching, and need to find variation as other moderating variable on brand switching. Subject of this research were students of higher education who lived at Yogyakarta during last three months periodically and those who took a decision to buy instant noodle product and to do brand switching. And respondent will do buying instant noodle product in future. Number of sample were 150 respondents, with non probability using convenience sampling and purposive sampling. Model of analysis used in this research the doubled linier regression analysis and herarchihcal regression analysis.

Result of research described profil of respondent in which most of them were men in 22 years old, and they had experience on instant noodle product because frequently did buying it. Result of this research indicated that unsatisfied consumer, characteristic of product category significantly influenced on brand switching decision, and the effect of unsatisfied consumer, characteristic of product category on brand switching decision was moderated by need to find variation out.

Keyword: unsatisfied consumer, characteristic of product category, need to find variation out, brand switching decision