

# PENGARUH KETIDAKPUASAN, KATEGORI PRODUK, KEBUTUHAN MENCARI VARIASI DALAM KEPUTUSAN PERPINDAHAN MEREK PADA PRODUK PARFUM

## INTISARI

Penelitian ini bertujuan untuk pengaruh ketidakpuasan konsumen, karakteristik kategori produk terhadap keputusan perpindahan merek yang dimoderasi oleh kebutuhan mencari variasi pada diri konsumen. Penelitian ini meneliti konsumen produk parfum khususnya mahasiswa UMY tingkat pertama di Yogyakarta.

Subyek penelitian ini adalah para mahasiswa UMY tahun pertama yang mengkonsumsi produk parfum dan berdomisili di Yogyakarta. Metode pengambilan data menggunakan metode *purposive sampling*. Jumlah responden yang diambil sebagai sampel berjumlah 100 orang. Pengujian Hipotesis dalam penelitian ini menggunakan model persamaan struktur (*Structural Equation Model*) dengan dua karakteristik utama yaitu, mengestimasi beberapa hubungan yang saling terkait dan mampu menunjukkan *unobserved concepts* dalam hubungan-hubungan tersebut. Model persamaan struktural diproses dengan aplikasi AMOS (*Analysis Of Moment Structure*) versi 6.0.

Hasil penelitian menunjukkan bahwa: 1) Ketidakpuasan konsumen berpengaruh secara signifikan terhadap keputusan perpindahan merek (*estimate* = 0,311 dan  $P = 0,000$ ). Hipotesis pertama yang menyatakan ketidakpuasan konsumen berpengaruh secara signifikan terhadap keputusan perpindahan merek terbukti; 2) Karakteristik kategori produk berpengaruh secara signifikan terhadap keputusan perpindahan merek (*estimate* = -0,167 dan  $P = 0,048$ ). Hipotesis kedua yang menyatakan karakteristik kategori produk berpengaruh secara signifikan terhadap keputusan perpindahan merek terbukti; 3) Kebutuhan mencari variasi berpengaruh secara signifikan pada keputusan perpindahan merek (*estimate* = 0,361 dan  $P = 0,000$ ). 3) Hipotesis ketiga yang menyatakan pengaruh ketidakpuasan konsumen terhadap keputusan perpindahan merek yang dilakukan konsumen yang dimediasi kebutuhan mencari variasi terbukti; 4) Hipotesis keempat yang menyatakan pengaruh karakteristik produk terhadap keputusan perpindahan merek yang dimediasi kebutuhan mencari variasi tidak terbukti.

# **EFFECT OF DISSATISFACTION, PRODUCT CATEGORY, NEED TO FIND VARIATION IN DECISIONS TO CHANGE BRAND OF PERFUME PRODUCT**

## **ABSTRACT**

This research purpose was to understand the effect of consumer dissatisfaction, characteristics of product category on decision to change brand mediated by need to find variation in consumers. This research researched consumers of perfume products, especially the level I students of UMY in Yogyakarta.

Subjects of research were the first-year students of UMY using perfume product and resided in Yogyakarta. Data were collected by *purposive sampling*. 100 respondents were taken for samples. In this research, hypothesis was tested by using *Structural Equation Model* with 2 main characteristics, to estimate some mutual relationship and show *unobserved concepts* in the relationship. AMOS version 6.0. the *Structural Equation Model* was processed by applying AMOS version 6.0 software.

The results of research indicated that: (1) the consumer dissatisfaction had significant effect on decision to change brand (*estimate = 0.311 and P = 0.000*). First hypothesis stating that the consumer dissatisfaction had significant effect on decision to change brand was proven; (2) Characteristics of product category had significant effect on decision to change brand (*estimate = -0.167 and P = 0.048*). The second hypothesis stating that the characteristics of product category had significant effect on decision to change brand was proven; (3) need to find variation had significant effect on decision to change brand (*estimate = 0.361 and P = 0.000*); (4) the third hypothesis stating that the effect of consumer dissatisfaction on decision to change brand mediated by need to find variation was proven; (5) the fourth hypothesis stating that the effect of product characteristics on decision to change brand mediated by need to find variation was unproven.

**Keywords:** dissatisfaction, product, brand, and perfume