

INTISARI

Penelitian ini bertujuan untuk menganalisis apakah ketidakpuasan konsumen, karakteristik kategori produk, pencarian pengecer dan interaksi antara ketidakpuasan konsumen, karakteristik kategori produk dan pencarian pengecer berpengaruh signifikan terhadap keputusan perpindahan merk sepeda motor. Ada 4 hipotesis yang diajukan, hipotesis 1-4 diuji dengan menggunakan *Moderator Regression Analysis* (MRA) dengan tingkat kepercayaan 95% ($\alpha=0,05$).

Hasil penelitian ini mempunyai beberapa implikasi untuk berbagai pihak yang terkait dengan keputusan perpindahan merk. Hasil penelitian ini adalah secara parsial ketidakpuasan konsumen, karakteristik kategori produk dan pencarian pengecer mempunyai pengaruh yang signifikan terhadap keputusan perpindahan merk. Dan ketidakpuasan konsumen, karakteristik kategori produk dan pencarian pengecer berpengaruh terhadap keputusan perpindahan merk dan bila termoderasi oleh variabel kebutuhan mencari variasi.

Kata kunci: Ketidakpuasan konsumen, karakteristik kategori produk, pencarian pengecer dan perpindahan merk.

ABSTRACT

This research aimed at analyzing whether the consumers' dissatisfaction, the characteristics of product category, retailer seeking and the interaction between the consumer's dissatisfaction, the characteristics of product category and the retailer seeking, influence significantly the decision in choosing different motorcycle's brands. There were proposed 4 hypotheses. Hypothesis 1-4 were tested using the moderator regression analysis (MRA) with the trust level of 95% ($\alpha=0,05$).

The result of the research had some implications for several parties involved in choosing different brands. The result was that partially, the consumers' dissatisfaction, the characteristics of product category and the retailer seeking had significant influence towards the decision of choosing different brands. The consumers' dissatisfaction, the characteristics of product categories and the retailer seeking influenced the decision of choosing different brands, and it was moderated by the variables of the need in looking for variation.

Keywords: The Consumers' Dissatisfaction, The Characteristics Of Product Categories, Retailer Seeking And Choosing Different Brands.