

RINGKASAN

Pengaruh Persepsi atas Atribut Produk, Pencarian Variasi dan Ketidakpuasan Pelanggan terhadap Niat Perpindahan Merek Sepatu Spotec

Perpindahan merek adalah suatu hal yang sering terjadi dan dilakukan oleh pelanggan. Semakin banyaknya produk-produk dengan merek baru dikeluarkan akhir-akhir ini, menyebabkan pelanggan semakin mempunyai banyak pilihan produk sebagai produk pengganti dari produk yang telah dikonsumsi sebelumnya. Fenomena ini tidak hanya terjadi di negara-negara dengan perindustrian yang maju, akan tetap terjadi juga di Indonesia.

Perpindahan merek ini dapat berdampak positif ataupun negatif bagi perusahaan. Di satu sisi, dapat meningkatkan penjualan dikarenakan perpindahan pelanggan dari produk lain. Di lain sisi, dapat pula terjadi perpindahan ke perusahaan pesaing. Perilaku perpindahan merek ini merupakan suatu fenomena yang kompleks dan dipengaruhi oleh faktor-faktor keperilakuan pelanggan, persaingan dan waktu.

Tujuan dari studi ini adalah untuk mengetahui pengaruh variabel persepsi atas atribut produk, pencarian variasi, dan ketidakpuasan pelanggan sepatu olahraga merek SPOTEC terhadap niat perpindahan merek. Penelitian ini adalah penelitian eksploratif dengan riset deskriptif dan riset kausal.

Populasi dalam penelitian ini adalah responden pelanggan sepatu olahraga yang menggunakan sepatu olahraga merek SPOTEC sejumlah 100 responden.

Sedangkan teknik pengambilan sampel dilakukan dengan cara *accidental sampling* dan didapatkan sampel sebanyak 100 responden. Teknik analisis yang digunakan adalah Uji Statistik Regresi Linier Berganda dengan menggunakan program *SPSS 11.5 for Windows*.

Berdasarkan pengujian model dengan regresi, maka didapatkan hasil dari penelitian ini menunjukkan bahwa persepsi atas atribut produk, pencarian variasi, dan ketidakpuasan pelanggan berpengaruh cukup signifikan terhadap niat perpindahan merek sepatu SPOTEC. Sedangkan dilihat dari arah hubungan antar variabelnya secara parsial diketahui bahwa variabel pencarian variasi dan ketidakpuasan pelanggan mempunyai hubungan positif terhadap perpindahan merek. Sedangkan persepsi atas atribut produk mempunyai hubungan negatif terhadap perpindahan merek.

Penelitian ini memiliki keterbatasan yaitu masih lemahnya hasil dari model regresi yang ditunjukkan oleh hasil pengujian koefisien determinasi (R^2) yang hanya sebesar 21,3 % dan sisanya 78,7 % dipengaruhi oleh variabel-variabel lainnya yang tidak diteliti pada penelitian ini

SUMMARY

An Effect of Perception to Product Attribute, Variety-Seeking, and Customer Dissatisfaction on Brand Switching Behavior at Spotec Shoes

Brand switching is such thing that usually happened and doing by customer. The more of products with a new brand launched today, causes customer have a more option to products as substitute product from the previous product that he was consumed. This phenomenon not only happens at the country with modern industrial, but it can be happen to in Indonesia.

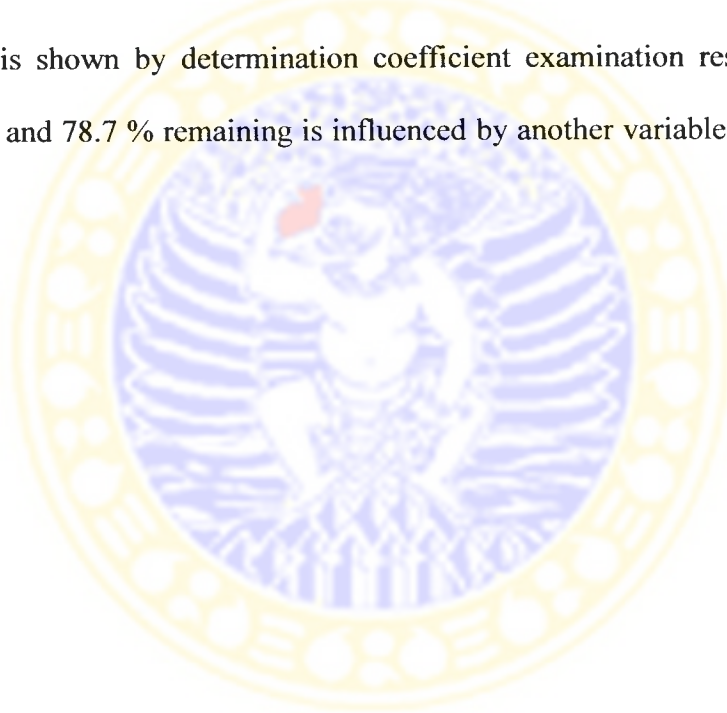
Brand switching is has a positive or negative effect to a manufacture. In one side, it's can increase the number of selling because of customer switch from the other products. The other side, it can be happen that customer switch to the competitor manufacture. This brand switching behavior was a complex phenomenon and influenced by customer behavior factors, competitions, and time.

The purpose of the recent research was to investigate an effect to product attribute, variety seeking, and customer dissatisfaction on brand switching behavior at SPOTEC sport shoes customer. This research is explorative research included descriptive research and casual research.

Populations of the research are sport shoes customer that used SPOTEC sport shoes, totaled 100 customers. The sample was taken based on accidental sampling and the final sample totaled 100 customers. The data collected were analyzed using Multiple Linier Regression with SPSS for Windows programs.

Based on regression model examination, the result of this research showed that perception to product attribute, variety seeking, and customer dissatisfaction was significantly influenced on brand switching behavior among SPOTEC sport shoes. Yet, viewed from relation direction between the variable is known that partially variety seeking and customer dissatisfaction have a positive relation on brand switching. Other wise, perception to product attribute has a negative relation on brand switching behavior.

This research have limitation, it did still weak cause the regression model results that is shown by determination coefficient examination result (R^2) that only 21.3 % and 78.7 % remaining is influenced by another variable out of model analysis.



ABSTRACT

An Effect of Perception to Product Attribute, Variety-Seeking, and Customer Dissatisfaction on Brand Switching Behavior at Spotec Shoes

The objective of the recent research was to find out and analyze an effect of perception on product attribute, variety-seeking, and customer dissatisfaction on brand switching behavior at Spotec shoes.

The population included all 100 consumers that use SPOTEC sport shoes in Surabaya. The sample was taken on the basis of accidental sampling technique and the final sample covered 100 consumers. The data collected were analyzed using Multiple Regression Analysis with SPSS 11.5 for Windows.

The results showed that (1) perception on product attribute, variety-seeking, and customer dissatisfaction were significantly related to brand switching behavior; (2) perception on product attribute were significantly correlated to brand switching behavior; (3) variety-seeking were significantly related to brand switching behavior; (4) customer dissatisfaction were significantly correlated to brand switching behavior. Some implications for future research are identified, including the choice of products as research objects and the other variables.

Key words: brand switching, perception on product attribute, variety-seeking, and customer dissatisfaction