

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh ketidakpuasan konsumen, kebutuhan mencari variasi, dan iklan pesaing terhadap perpindahan merek pada kartu prabayar IM3 di Universitas Muhammadiyah Yogyakarta. Subyek dalam penelitian ini adalah mahasiswa Universitas Muhammadiyah Yogyakarta, yang beralamat, Jln. Lingkar Selatan, Tamantirto, Kasihan Bantul, Yogyakarta. Dalam penelitian ini sampel berjumlah 110 responden yang dipilih dengan metode *purposive sampling*. Alat analisis yang digunakan adalah regresi linear berganda.

Berdasarkan analisis yang telah dilakukan diperoleh hasil bahwa ketidakpuasan konsumen, kebutuhan mencari variasi, dan iklan pesaing berpengaruh positif signifikan terhadap perpindahan merek secara simultan. Hasil uji parsial menunjukkan bahwa ketidakpuasan konsumen berpengaruh positif signifikan terhadap perpindahan merek. Kebutuhan mencari variasi berpengaruh positif signifikan terhadap perpindahan merek. Iklan pesaing berpengaruh positif signifikan terhadap perpindahan merek. Hasil uji R^2 menunjukkan angka sebesar 0,446 dan Adjusted R Square menunjukkan hasil sebesar 0,431. Hasil ini berarti bahwa dalam penelitian ini kemampuan variabel dependen yaitu perpindahan merek dapat dijelaskan oleh tiga variabel independen yaitu ketidakpuasan konsumen, kebutuhan mencari variasi dan iklan pesaing 43,1%. Sedangkan sisanya yaitu 56,9% dijelaskan oleh variabel lain diluar model penelitian.

Kata kunci: Ketidakpuasan Konsumen, Kebutuhan Mencari Variasi, Iklan Pesaing, Dan Perpindahan Merek.

ABSTRACT

This study aims to analyze the influence of the consumers dissatisfaction, variety seeking, and the competitor's advertising on the decisions of brand switching to provider IM3 card on students in muhammadiyah university of Yogyakarta. The subject in this study are students of muhammadiyah university Yogyakarta, which is located on lingkar selatan Ringroad, Tamantirto, Kasihan, Bantul, Yogyakarta. In this study, sample of 110 respondents were selected by using purposive sampling. Analysis test that used the multiple linear regression.

Based on the analyze that have made the results are the consumers dissatisfaction, variety seeking, and the competitor's advertising are positive significantly and simultant on the decisions of brands switching. Based on test results showed that the consumers dissatisfaction is positive significantly on brand switching partially. Variety seeking is positive significantly on brand switching partially. Competitor's advertising is positive significantly on brand switching partially. R^2 test results showed 0,446 and adjusted R square results is 0,431. This results are showed that in this study dependent variable consist brand switching, can explained by three independent variable consist consumers dissatisfaction, variety seeking, and competitor's advertising is 43,1%. While it's remain 56,9% illustrate present other variable which not explained within this model.

Keywords: Consumers Dissatisfaction, Variety Seeking, Competitor's Advertising And Brand Switching.