

## **ABSTRAK**

### **PENGARUH KETIDAKPUASAN KONSUMEN, TINGKAT KARAKTERISTIK KATEGORI PRODUK, DAN KEBUTUHAN MENCARI VARIASI TERHADAP KEPUTUSAN PERPINDAHAN MEREK *HANDPHONE***

Studi Kasus di SMA Pangudi Luhur Santo Yohanes Ketapang Kalimantan Barat

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2010**

Tujuan penelitian ini yaitu untuk mengetahui : 1) pengaruh ketidakpuasan konsumen, 2) pengaruh tingkat karakteristik kategori produk, dan 3) pengaruh kebutuhan mencari variasi secara partial terhadap keputusan perpindahan merek. Penelitian ini juga bertujuan untuk mengetahui pengaruh ketidakpuasan konsumen, tingkat karakteristik kategori produk, dan kebutuhan mencari variasi secara simultan terhadap keputusan perpindahan merek *handphone*.

Penelitian dengan studi kasus yang dilakukan pada tanggal 8 - 11 Juni 2009. Teknik pengumpulan data yang digunakan adalah kuesioner, wawancara, dan dokumentasi. Populasi dalam penelitian ini adalah siswa – siswi SMA Pangudi Luhur Santo Yohanes Ketapang Kalimantan Barat yang membeli dan menggunakan *handphone* dengan merek apapun. Sampel yang diteliti sebesar 100 responden. Teknik analisis data menggunakan metode statistic, yaitu analisis Regresi Berganda, uji t, uji F dan uji Asumsi klasik.

Hasil uji F menunjukan nilai  $p\ value < 0,05$  yang berarti hipotesis penelitian ini diterima, yang artinya variabel ketidakpuasan konsumen, tingkat karakteristik kategori produk, dan kebutuhan mencari variasi berpengaruh terhadap keputusan perpindahan merek *handphone* pada siswa – siswi SMA Pangudi Luhur Santo Yohanes Ketapang Kalimantan Barat.

## **ABSTRACT**

### **THE INFLUENCE OF CONSUMERS' DISSATISFACTION, THE LEVEL OF PRODUCT CATEGORY CHARACTERISTICS, AND THE NEED OF SEEKING FOR VARIATION ON THE DECISION OF SWITCHING CELL PHONE BRAND**

A Case Study at SMA Pangudi Luhur Santo Yohanes Ketapang Kalimantan Barat

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The purposes of this study were to find out (1) the influence of consumers' dissatisfaction, 2) the influence of the level of product category characteristics, and 3) to find out the influence of the need of seeking for variation partially on the decision of switching brand. The research also aimed to find out the influence of consumers' dissatisfaction, the level of product category characteristics, and the need of seeking for variation simultaneously on the decision of switching cell phone brand.

The case study was conducted June 8 to 11, 2009. The data gathering technique used was questionnaire, interview, and documentation. The population in this study was the students of SMA Pangudi Luhur Santo Yohanes Ketapang Kalimantan Barat who bought and used cell phones with any brand. The investigated sample was 100 of respondents. The data analysis technique was statistic methods, they were multiple Regression Analysis, t - testing, F testing and Classic assumption testing.

The result of F testing showed that  $p\ value < 0,05$  which means that this study hypothesis was acceptable. This means that the variable of consumer's dissatisfaction, the level of product category characteristics, and the need of seeking for variation influenced the decision of switching cell phone brand for the students of SMA Pangudi Luhur Santo Yohanes Ketapang Kalimantan Barat.