

**ABSTRAK**  
**PENGARUH KETIDAKPUASAN KONSUMEN, KARAKTERISTIK**  
**KATEGORI PRODUK, DAN KEBUTUHAN MENCARI VARIASI**  
**TERHADAP KEPUTUSAN PERPINDAHAN MEREK SABUN CUCI**  
**Studi kasus di Kecamatan Minggir Kabupaten Sleman Daerah Istimewa**  
**Yogyakarta**

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**2005**

Tujuan penelitian ini yaitu : 1) Untuk mengetahui pengaruh ketidakpuasan konsumen terhadap keputusan perpindahan merek. 2) Untuk mengetahui pengaruh karakteristik kategori produk terhadap keputusan perpindahan merek. 3) Untuk mengetahui pengaruh kebutuhan mencari variasi terhadap keputusan perpindahan merek. 4) Untuk mengetahui pengaruh ketidakpuasan konsumen, karakteristik kategori produk, dan kebutuhan mencari variasi terhadap keputusan perpindahan merek.

Penelitian dengan studi kasus dilakukan pada bulan Februari sampai Maret 2005. Teknik pengumpulan data yang digunakan adalah kuesioner, wawancara, dan dokumentasi. Populasi dalam penelitian ini adalah masyarakat di Kecamatan Minggir yang membeli dan mengkonsumsi sabun cuci dengan merek apapun. Sampel yang diteliti sebesar 100 responden. Teknik analisis data menggunakan metode statistik, yaitu uji t dengan analisis regresi linier berganda dan uji F.

Hasil penelitian menunjukkan bahwa variabel Ketidakpuasan konsumen, Karakteristik kategori produk, dan Kebutuhan mencari variasi berpengaruh terhadap keputusan perpindahan merek sabun cuci di Kecamatan Minggir Sleman Yogyakarta. Hal ini dapat dilihat dari hasil F hitung (7.263) > nilai F tabel (2,70) yang berarti hipotesis penelitian ini diterima.

**ABSTRACT**  
**THE INFLUENCE OF CONSUMERS' DISSATISFACTION, THE**  
**CHARACTERISTICS OF PRODUCT CATEGORY, AND THE NEED OF**  
**PRODUCT VARIATION TO DETERGENT BRAND SWITCHING**  
**DECISION**

**A case Study in Kecamatan Minggir, Sleman, Yogyakarta**

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This research was intended 1) to find out the influences of consumers dissatisfaction to detergent brand switching decision 2) to find out the influences of characteristics of product category to the detergent brand switching decision 3) to find out influences the need of product variation to the detergent brand switching decision 4) to find out the influences of consumer dissatisfaction, the characteristic of product category, and the need of product variation to detergent brand switching decision.

This case study research was held on February to March 2005. The instrument used in this study were questionnaire, interview, and documentation. The population of this research were the people living in Kecamatan Minggir who bought and consumed any brands of detergent. There were 100 people who became the subject of this research. The analysis techniques were statistical methods; they were the t-test, the double linear regression analysis, and F-test.

The research result showed that the consumer's dissatisfaction variable, the characteristics of product category variable, and the need of product variation variable had some influences to detergent brand switching decision in Kecamatan Minggir, Sleman Yogyakarta. This conclusion was seen from the result of the F - test calculation ( 7.263 ) > the value of F - test table ( 2.70 ) which meant that the hypothesis of this research was accepted.