

ABSTRAK

”Faktor-Faktor Yang Mempengaruhi Mahasiswa Dalam Perpindahan merek Rokok”

Studi Kasus pada Mahasiswa Mahasiswa Perokok di Fakultas Ekonomi Universitas Sanata Dharma Yogyakarta”.

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Penelitian ini bertujuan untuk meneliti pengaruh ketidakpuasan konsumen, Kebutuhan mencari variasi produk, harga produk dan iklan produk terhadap keputusan perpindahan merek. Populasi dalam penelitian ini adalah keseluruhan mahasiswa di kampus sanata dharma. Sampel dalam penelitian ini ditentukan sebanyak 100 mahasiswa perokok dengan menggunakan rumus solvin; dan pengambilannya dengan teknik *Accidental Sampling*. Teknik pengumpulan data dengan menggunakan angket kepada mahasiswa perokok. Teknik analisis data yang digunakan adalah analisis regresi berganda uji asumsi klasik, uji, uji F dan uji determinasi (R^2). Berdasarkan hasil analisis data diketahui bahwa: 1) secara bersama-sama, ketidakpuasan konsumen, Kebutuhan mencari variasi produk, harga produk dan iklan produk berpengaruh positif terhadap keputusan perpindahan merek mahasiswa perokok. 2) secara parsial, ketidakpuasan konsumen berpengaruh positif terhadap keputusan perpindahan merek mahasiswa perokok. 2). secara parsial, ketidakpuasan konsumen berpengaruh positif terhadap keputusan perpindahan merek mahasiswa perokok 3). secara parsial, Kebutuhan mencari variasi produk berpengaruh positif terhadap keputusan perpindahan merek mahasiswa perokok 4). secara parsial, harga produk berpengaruh negatif terhadap keputusan perpindahan merek mahasiswa perokok 5). secara parsial, iklan produk berpengaruh positif terhadap keputusan perpindahan merek mahasiswa perokok.

Kata Kunci: Ketidak puasan konsumen, Kebutuhan Mencari Variasi Produk, Harga Produk, Iklan, Keputusan Perpindahan Merek

ABSTRACT

”FACTORS THAT INFLUENCED STUDENTS IN CHANGING BRANDS OF CIGARRETTES”

A Case Study On Students who smoke at The Faculty of Economics Sanata Dharma University Yogyakarta”.

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The purpose of the research was to identify the influence of dissatisfaction of the consumers, the need to find variation of products, the price of products, and advertisements towards the changing of brands. The population of the research were all students of Sanata Dharma University. The sample was determined as many as 100 smoking students by using Solvin formula; with sample taking using the technique of *Accidental Sampling*. The technique of collecting data was implemented by questionnaires to the smoking students while the data analyzes used multiple regression analysis, classic assumption test, Test, F test, and test of determination (R^2). The data analysis indicated that: 1) Simultaneously, the dissatisfaction of consumers, The need for products variation, the price of product, and product advertisements had influence towards the decision of changing brands of the students who smoked. 2) partially, the consumers' dissatisfaction positively influenced the decision of the students who smoked of changing the brands of cigarettes they smoked 3) partially, the need to find variation of products positively influenced the decision of the students who smoked of changing the brands of cigarettes they smoked 4) partially, the price of the product had a negative influence towards the decision of the students who smoked in changing the barands of the cigarettes they smoked 5) partially, products advertisements had a positive influence towards the decision of the students who smoked in changing the brands of the cigarettes they smoked.

Key words: Consumers dissatisfaction, The need to find variation of products, The product price, Advertisements, the Decision of changing the brands