

Muchamad Syaerul, 10312005, *Analisis Ketidakpuasan Pasca Konsumsi, Harga, Atribut Produk Dan Daya Tarik Iklan Terhadap Perilaku Brand Switching Sepeda Motor Yamaha Vixion*, Manajemen, Fakultas Ekonomi, Universitas Muhammadiyah Gresik, Agustus, 2014

Abstraksi

Penelitian ini bertujuan melakukan pengujian analisis Ketidakpuasan Pasca Konsumsi, Harga, Atribut Produk, dan Daya Tarik Iklan terhadap Perilaku *Brand Switching* sepeda motor Yamaha Vixion. Kemudian dilakukan tinjauan pustaka dan penyusunan hipotesis, juga data yang diperoleh dari penyebaran kuesioner terhadap 80 di Kabupaten Gresik yang sebagian konsumen melakukan *Brand Switching* ke sepeda motor Yamaha Vixion dari merek lain sebelumnya, dengan menggunakan teknik *nonprobability sampling*. Pengujian dilakukan dengan menggunakan analisis regresi berganda. Hasil analisis memperlihatkan bahwa ketidakpuasan pasca konsumsi tidak berpengaruh terhadap *brand switching*, harga berpengaruh langsung terhadap *brand switching*, atribut produk berpengaruh langsung terhadap *brand switching* dan daya tarik iklan berpengaruh langsung terhadap *brand switching*.

Kata kunci: ketidakpuasan pasca konsumsi, harga, atribut produk, daya tarik iklan, *brand switching* sepeda motor Yamaha Vixion

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Abstract

The objection of this research is to conduct an analysis study of Post-Consumption Dissatisfaction, Price, Product Attributes, and the Advert Attractiveness effects on the Brand Switching behavior to Yamaha Vixion motorcycles. A review of the references and hypothesis arrangement are then to be conducted, as well as data processing from questionnaires distribution to 80 in the Regency of Gresik who most of them have performed a Brand Switching to Yamaha Vixion motorcycles from other brands before using non-probability sampling technique. The analysis method used is multiple regression analysis. The result of the analysis shows that post-consumption dissatisfaction does not have effect on brand switching, price has direct effect on brand switching, product attributes have direct effect on brand switching, and the advert attractiveness has direct effect on brand switching.

Keywords: post-consumption dissatisfaction, price, product attributes, advert attractiveness, Yamaha Vixion motorcycles brand switching