

ABSTRAK

Penelitian ini bertujuan untuk menganalisa pengaruh karakteristik kategori produk, iklan pesaing terhadap perpindahan merek dengan perilaku mencari variasi sebagai variabel moderasi. Populasi dalam penelitian ini adalah konsumen yang pernah mengkonsumsi produk roti Wonder Bakery di Kota Semarang. Teknik pengambilan sampel dengan purposive sampling. Sampel yang diambil sebanyak 100 responden, dengan instrumen penelitian berupa kuesioner. Analisis regresi menggunakan teknik nilai selisih mutlak dengan program olah data SPSS 16.0. Hasil penelitian menunjukkan bahwa karakteristik kategori produk dan iklan pesaing berpengaruh signifikan terhadap perpindahan merek. Perilaku mencari variasi tidak dapat memoderasi karakteristik kategori produk dan iklan pesaing terhadap perpindahan merek.

Kata Kunci : Karakteristik kategori produk, Iklan pesaing, Perilaku mencari variasi dan Perpindahan merek.

ABSTRACT

This research aims to analyze the influence of the characteristics the category of products, advertising a competitor against the brand switching with the variety seeking as variable moderation. The population in this research is that consumers never consume the Wonder Bread Bakery products. in the city of Semarang. The technique of sampling with the purposive sampling. Samples taken as many as 100 respondents, with a research instrument in the form of a questionnaire. Regression analysis using the absolute value of the difference in techniques with SPSS 16.0 program. The results showed that the characteristics the category of products and the most influential competitors ads significantly to transfer the brand. The variety seeking can't moderate the characteristics of product categories and ads of competitors against the brand switching.

Keywords: characteristics the category of products, advertising competitor variety seeking and brand switching.