

ABSTRAK

Penelitian ini dilakukan pada pengguna *BlackBerry* yang pindah merek ke *android*. Penelitian ini bertujuan untuk mengetahui pengaruh dari tiga variabel yaitu atribut produk (X1), *variety seeking* (X2), dan promosi (X3) terhadap keputusan perpindahan merek *BlackBerry* ke *android*. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa observasi, wawancara dan kuesioner terhadap 96 responden yaitu mahasiswa fakultas ekonomi program studi manajemen angkatan 2014 Universitas Muhammadiyah Jember dengan teknik *purposive sampling*, yang bertujuan untuk mengetahui persepsi responden terhadap masing-masing variabel. Analisis yang digunakan meliputi uji instrumen data (uji validitas, dan uji reliabilitas), analisis regresi linear berganda, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), dan uji hipotesis (uji F, uji t, koefisien determinasi). Dari hasil analisis menggunakan regresi dapat diketahui bahwa variable atribut produk (X1), *variety seeking* (X2), dan promosi (X3), semuanya berpengaruh positif terhadap keputusan perpindahan merek *BlackBerry* ke *android*. Dari uji t diperoleh hasil Atribut Produk (0,001), *variety seeking* (0,001), dan promosi (0,009), semuanya berpengaruh signifikan terhadap keputusan perpindahan merek *BlackBerry* ke *android*. Dari uji F diperoleh hasil atribut produk (X1), *variety seeking* (X2), dan promosi (X3) (0,000), semuanya berpengaruh signifikan secara simultan terhadap keputusan keputusan perpindahan merek *BlackBerry* ke *android*. Ketiga variabel ini berpengaruh sebesar 77,6%, terhadap keputusan perpindahan merek *BlackBerry* ke *android* sedangkan sisanya sebesar 22,4% dipengaruhi oleh variabel lain.

Kata kunci: Atribut Produk, *Variety Seeking*, Promosi, Keputusan Perpindahan Merek

ABSTRACT

This study was conducted on BlackBerry users who moved the brand to android. This study aims to determine the effect of three variables: product attributes (X1), variety seeking (X2), and promotion (X3) on the BlackBerry brand switching decision to android. In this study, data were collected by means of aids in the form of observation, interviews and questionnaires to 96 respondents ie students of faculty of economics of management program of class of 2014 University of Muhammadiyah Jember with purposive sampling technique, which aim to know perception of responder to each variable. The analysis used was instrument test (validity test, reliability test), multiple linear regression analysis, classical assumption test (normality test, multicollinearity test, heteroscedasticity test), and hypothesis test (F test, t test, coefficient of determination). From the analysis results using regression can be seen that the variables product attribute (X1), variety seeking (X2), and promotion (X3), all positively affect the decision of BlackBerry brand switching to android. From the t-test the results of Product Attributes (0.001), variety seeking (0.001), and promotion (0.009) all have significant effect on BlackBerry brand switching decision to android. From F test, product attribute (X1), variety seeking (X2), and promotion (X3) (0,000), all have significant effect simultaneously on the decision of BlackBerry brand switching decision to android. These three variables have an effect of 77.6%, on the BlackBerry brand switching decision to android while the remaining 22.4% influenced by other variables.

Keywords: Product Attributes, Seeking Variety, Promotion, Brand Displacement Decision