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- Vol. 2 No. 2
- a. Judul : Pengaruh Ketidakpuasan Konsumen dan Variety Seeking Terhadap Keputusan Perpindahan Merek
Peneliti : Ari Setyaningrum
Abstract :
The objective of this study is to examine the effects of consumer dissatisfaction and variety seeking on brand switching behavior. This study also examines the effect of variety seeking as moderating variable on the relationship between consumer dissatisfaction and brand switching behavior. Four types of cosmetic products consisting of moisturizer, foundation, milk cleanser, and face tonic are used in this study. The survey method was conducted by distributing the questionnaires to 150 female college students in six universities in Daerah Istimewa Yogyakarta. The six universities are Universitas Gadjah Mada Yogyakarta, Universitas Sanata Dharma, Universitas Atma Jaya Yogyakarta, Universitas Janabadra, Universitas Pembangunan Nasional, and Universitas Islam Indonesia. The sampling method used in this study is non probability sampling with purposive sampling technique. The results indicate that consumer dissatisfaction and variety seeking influenced brand switching behavior significantly. But variety seeking is not moderated the relationship between consumer dissatisfaction and brand switching behavior on four products used in this study.
Keywords : consumer dissatisfaction, variety seeking, brand switching, involvement.

- b. Judul : Membangun Merek, Membentuk Kepercayaan Konsumen dan Menciptakan Loyalitas Merek
Penulis : Diosi Budi Utama
Abstract :
A company can be said to be customer-oriented if it systematically directs itself to satisfying its customers by optimizing the product (Hawkin et al. 2004). The optimal product which a company offers to customers can help create a positive image towards the product and the brand, which in turn will lead the customers to recognize, trust, and purchase the product. This article describes comprehensively how the good image of a brand as perceived by customers should be built and how the company should devise and implement its strategies in building the customers' loyalty to the product. In this article, we argue that positive image towards a brand can be achieved through the following steps: making the customers aware of the brand, building the customers' trust for the brand, characterizing the relationship between the brand and its customers, which we argue consists of 12 antecedents that complement one another.
Keywords: brand image, brand loyalty, brand awareness, trust
- c. Judul : Pengaruh Kepuasan, Komitmen, dan Perceived Support for Customer terhadap Loyalitas, Kerjasama, dan Partisipasi Pelanggan sebagai Partner dalam Penyampaian Pelayanan di Lembaga Pendidikan Tinggi
Peneliti : Helio Auguto da Costa Xavier
Abstract :
The main purpose of this study is to examine the effect of commitment, satisfaction, and perceived support for customers which are considered as antecedents of customer voluntary performance. Interrelationships among these variables are also considered. The respondents chosen for this study, 333 students, are students of post graduate schools from eight universities. Data were collected by using surveys. By using structural equation modeling (SEM) in examining the interrelationships among these variables, we argue that the results provide support for nine of the twelve hypothesized relationship. Implications of the study for researchers and managers will also be discussed in the paper.
Keywords: Customer voluntary performance, commitment, satisfaction, perceived support for customer, loyalty
- d. Judul : Analisis Deskriptif Kesenjangan Antara Harapan dan Kinerja Pelayanan (Studi Kasus pada Sebuah Bank BUMN)
Peneliti : Yulizar Arli
Abstract :
The goal of this study is to analyze the service quality that has been provided by P.T. X, a state-owned bank, to its customers. It addresses the following question: Are customers satisfied or dissatisfied with the bank's services? Customers' satisfaction means that the provided services are those that match the expectation of the customers, while customers' dissatisfaction indicate that the provided services do not match the expectation of the customers. In this study, data were collected by distributing a questionnaire to the banks' customers, who acted as

respondents for the study. The questionnaire refers to five service dimensions, namely tangibility, reliability, responsiveness, assurance, and empathy. The items in the questionnaire are linked to gaps, which are then subjected to the gap analysis. Results of the study show that in general the performance or the service quality provided by P.T. X is satisfactory as it reached 88.15% of the maximal service that can be given. The results also correspond to the *Banking Service Excellence* survey conducted by Marketing Research Indonesia (MRI) and published in Infobank Magazine no. 313 April 2005. In addition to these, the survey results on customer satisfaction from Institute of Service Management Studies (ISMS) ranked P.T. X in a respected position, namely from the 11th position previously to the 5th position.

Keywords: service quality, customer satisfaction, financial service

- e. Judul : Analisis Strategi Pemasaran Asuransi Jiwa Unit Link PT. AXA Life Indonesia

Peneliti : Stephanus Ekaputra

Abstract :

The goal of this study is to identify the marketing strategies which are applied by P.T. AXA Life Indonesia, the problems that the company faces, the factors that make the company's marketing strategies unable to respond to today's business environment, and to formulate a new strategy that can be applied by the company in marketing its product. Based on the QSPM analysis, we obtain a new marketing strategy that we believe fits the services offered by P.T. AXA Life Indonesia. This strategy can be summarized as follows: expanding the market share by creating a wider marketing network through professional sales representatives, supported by effective low-cost promotion, so that an increasing income from the premium payment and the selling target can be achieved.

Keywords: marketing strategy, service company, QSPM analysis