

Pengaruh customer perceived value brand image dan switching costs terhadap intention to use (studi kasus produk baru indosat mentari) = The effects of customer perceived value brand image and switching costs on intention to use case study new product indosat mentari / Hari Zainuddin Rasyid

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Abstrak

ABSTRAK

Tesis ini membahas tentang pengaruh customer perceived value, brand image, dan switching costs terhadap niat konsumen untuk menggunakan (intention to use) brand Indosat Mentari. Penelitian ini merupakan penelitian kuantitatif berupa descriptive research. Model yang digunakan dalam penelitian ini mengacu pada model penelitian yang digunakan oleh Ogwo & Igwe (2012) serta Asiegbu, Igwe, & Iruka (2012). Sementara untuk mengukur customer perceived value digunakan pengukuran PERVAL (perceived value) yang dikembangkan oleh Sweeney & Soutar (2001) dengan melihat dimensi nilai dari perceived value yaitu emotional value, social value, monetary value, serta convenience value. Hasil penelitian ini menemukan bahwa dimensi dari customer perceived value, yaitu meliputi nilai fungsional (kinerja/kualitas), nilai fungsional (harga), nilai sosial, serta nilai emosional, memiliki pengaruh yang signifikan dan positif terhadap niat konsumen untuk menggunakan. Sementara switching costs dan brand image tidak memiliki pengaruh yang signifikan terhadap niat konsumen untuk menggunakan.

ABSTRACT

This thesis discusses the influence of customer perceived value, brand image, and switching costs on consumer's intention to use brand Indosat Mentari. This research is a descriptive quantitative research. The model used in this study refers to the research model used by Ogwo & Igwe (2012) and Asiegbu, Igwe, & Iruka (2012). As for measuring the customer perceived value using PERVAL measurement that was developed by Sweeney & Soutar (2001) by looking at the value dimensions of perceived value, they are emotional value, social value, monetary value, and convenience value. The results of this study found that the dimensions of customer perceived value, which includes the functional value (performance/quality), functional value (price), social value, and emotional value, has a significant and positive impact on consumer's intention to use. While switching costs and brand image do not have a significant impact on consumer's intention to use.