

Pengaruh tingkat harga bahan bakar minyak bersubsidi dan etnosentrisme terhadap perilaku berpindah merek = Effect of price level on subsidy gasoline and ethnocentrism toward brand switching behavior

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Abstrak

[ABSTRAK

Fenomena yang dihadapi masyarakat Indonesia pada akhir tahun 2014 adalah kenaikan harga bahan bakar minyak jenis Premium akibat pemotongan subsidi. Penelitian ini bertujuan untuk meneliti adanya pengaruh tingkat harga Premium terhadap perilaku berpindah merek dari produk subsidi ke produk Nonsubsidi. Penelitian ini merupakan penelitian deskriptif dengan menggunakan 142 responden yang merupakan konsumen bahan bakar minyak jenis Premium dalam kurun waktu tiga bulan terakhir dari pengambilan data. Instrumen penelitian ini menggunakan kuesioner. Metode pengolahan data menggunakan analisis diskriminan dengan menggunakan SPSS 20.0. Hasil penelitian menunjukkan terdapat pengaruh tingkat harga bahan bakar minyak jenis Premium terhadap perilaku berpindah merek konsumen Premium. Penelitian ini juga mengungkapkan pengaruh etnosentrisme terhadap keputusan berpindah ke Pertamina atau pindah ke Non-Pertamina. Hasil penelitian menyarankan kepada Pertamina untuk senantiasa mengevaluasi kebijakan harga bahan bakar minyak jenis Premium dan memberikan pendekatan pesan yang berbeda bagi konsumen dengan tingkat kecenderungan etnosentrisme yang berbeda;

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ABSTRACT

During the end of 2014, Indonesian consumer is facing an increase in the subsidized fuel ("Premium") price due to the government policy to cut fuel subsidy. This research will focus on the effect of subsidized fuel price level towards the respondent's switching behaviour to non-subsidized fuel ("Pertamax" or "Non-Pertamina"). This research is a descriptive research with 142 respondent whom has been using "Premium" fuel in the last three months (february-may). The instrument used is a questionnaire and the data is analyzed using discriminant analysis in SPSS 20.0. Result shows that there is an effect of subsidized fuel price level and ethnocentrism toward consumer's switching behaviour and decision. This findings suggest that Pertamina should evaluate the "Premium"'s price policy and to give a different approach in messaging the consumer based on their ethnocentricism tendency.; During the end of 2014, Indonesian consumer is facing an increase in the subsidized fuel ("Premium") price due to the government policy to cut fuel

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