PENGARUH PERSEPSI NILAI PASCA-PEMBELIAN TERHADAP MOTIVASI BERPINDAH YANG DIMEDIASI OLEH KOMPONEN KUALITAS KERELASIAN DAN IMPLIKASINYA PADA LOYALITAS PERITEL FURNITUR DI JABODETABEK

The Influence of Post-Purchases Perception Value Toward Motivations to Switch Mediated by Relationships Quality Components and Its Implication on the Loyalty of the Furnitures Retailer in the Jabodetabek

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DISERTASI

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ABSTRACT

Heru Mulyanto, *The Influence of Post-Purchases Perception Value Toward Motivation to Switch Mediated by Relationships Quality Components and Its Implication on the Loyalty of the Furniture Retailers in the Jabodetabek,* under the guidance of Prof. Dr. Ir. H. Eddy Yusuf, Sp., M.Sc., M.Com and Prof. Dr. Dra. Hj. Umi Narimawati, SE, M.Sc.

The purpose of this study is to investigate, test and analyze the description and the influence between variables that influence of post-purchase perceptions value toward motivation to swicth mediated by the relationship quality consisting of satisfaction, trust, and commitment as well as its implication on loyalty of the furniture retailers in the Jabodetabek.

The study was conducted by survey method of descriptive and explanatory. Type of this research is descriptive and verification, namely collecting, presenting, analyzing and testing hypotheses to produce conclusions and suggestions. The study was conducted in the furniture industry with research subjects owner or manager of the furniture retailer in the Jabodetabek. Study sample as many as 375 retailers of the total population of 1533 retailers in the Jabodetabek. The number of samples was calculated based on the Slovin formula with the error margin of 5%. The number of samples in compliance with the minimum number of samples for SEM analysis in which each indicator was represented by 5 data. The research data were obtained using a closed questionnaire which has a 7-point scale. Structural equation modeling (SEM) was used to test the model and analyze the influence between variables. Analyses were conducted using LISREL 8.85 software that has the ability to test variables, dimensions and indicators simultaneously.

The study produced a structural model that describes the influence of post-purchase perception value toward the motivation to switch mediated by relationship quality consisting of satisfaction, trust and commitment as well as its implications on the loyalty of furniture retailers in the Jabodetabek. The model proposed has met the test model and feasibility studies have shown that the model meets the goodness of an Econometric Model or the expected characteristics.

Retailers post-purchase perceptions value have a good level with a range from moderate to very good. Retailer satisfaction levels only somewhat satisfied with the range from dissatisfied to satisfied. Retailers have high trust with a range from moderate to very high. Retailers have a high commitment with a range from high to very high. Retailers motivation to switch are moderate with a range from weak to strong. Retailers loyalty are high with a range from moderate to very high. Inferential analysis produced the findings of the influence between variables in each sub-structure model. Post-purchase perceptions value have a strong effect on relationship quality components consisting of satisfaction, trust, and commitment in a positive direction. Relationship quality components

consisting of satisfaction, trust, and commitment have a strong effect on motivation to switch in a negative direction. Motivation to switch has a very strong effect on the retailer loyalty in a negative direction.

Research findings are expected to be followed and can be used as a basis for policy decisions related to marketing activities. The results of this study is also expected to be followed up by other researchers to reexamine or even developed by exploring the study variables, the unit of analysis, culture and better measurements.