

ABSTRACT

This research is motivated by the emergence of the phenomenon of the emergence of many new brands, especially for facial cleansing soap product categories. Biore now started tersaingi by other brands, it is characterized by high levels of displacement brand of soap cleanser Biore facial cleanser into the face of another brand of soap. With increased displacement brands, Biore who came in second place need to learn the reasons why customers switch to another soap? Based on the data obtained that there was a shift in market share Biore facial cleansing soap in the year 2008 to 2009. Where Biore decreased 26.1% in 2008 is now 12.1% in 2009, or having the degree of decrease of 14.0%.

The purpose of this study was to investigate the influence ketidakpuasan consumers, the need for variety, price, and advertising of brand migration decisions. This research was conducted on consumers Biore facial cleansing soap that has been moved to another brand of soap and facial cleanser sample set of 100 respondents using Accidental Sampling methods. The analytical method used is the analysis of quantitative and qualitative analysis. Data that has met the test validity, test reliability, and classical assumption is processed so as to produce a regression equation as follows:

$$Y = 0.318 X_1 + 0.430 X_2 + 0.164 X_3 + 0.323 X_4$$

Where the decision variable displacement Brand (Y), Consumer Dissatisfaction (X1), Needs Finding Variations (X2), Price (X3), and Ad (X4). Hypothesis testing using t test showed that the four independent variables found to significantly affect the dependent variable displacement brand decisions. Then through the F test showed that the variables of consumer dissatisfaction, the need for variety, price and advertising is appropriate to test the dependent variable displacement brand decisions. Figures Adjusted R Square of 0.513 shows that 51.3 percent of the variation of displacement brand decisions can be explained by the four independent variables in the regression equation. While the remaining 48.7% percent is explained by other variables outside of the four variables used in this study.

Keywords: Displacement Brand, Consumer Dissatisfaction, Need Looking for Variety, Price, Advertising.