

Influence Attribute Product, Satisfaction, And Variety Seeking To Brand Switching Consumer From Indomie To Noodles Delicious In Ward Horse Districts Slawi Districts Tegal

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ABSTRACT

Destination holding study this is 1) For knowing influence attribute product to consumer *brand switching* from Indomie To Delicious Noodles Tegal . 2). For knowing influence satisfaction to consumer *brand switching* from Indomie To Delicious Noodles . 3). For knowing influence *variety seeking* against consumer *brand switching* from Indomie To Mie Sedap , 4). For knowing influence attribute product , satisfaction , and *variety seeking* towards consumer *brand switching* from Indomie To Noodles delicious

Hypothesis which submitted in study this are : 1). Allegedly there is influence attribute product to consumer *brand switching* from Indomie To Mie Sedap , 2). Allegedly there is influence satisfaction to *brand switching* consumer from Indomie To Noodles delicious , 3). Allegedly there is influence *variety seeking* to *brand switching* consumer from Indomie To Noodles delicious , 4). Allegedly there is influence attribute product , satisfaction , and *variety seeking* to *brand switching* consumer from Indomie To Noodles delicious .

Method study which used in study this is study surveys. Technique data collection used in study this is questionnaire . Whereas method analysis data used is analysis Spearman rank correlation , significance test spearman rank correlation , analysis correlation double , test significance correlation multiple , and coefficient determination .

Based on results There is influence attribute product to *brand switching* consumer from IndomieGo to Delicious Noodles in the Village Kudaile districts Slawi districts Tegal . There is influence satisfaction to consumer *brand switching* from Indomie Go to Delicious Noodles in the Village Kudaile districts Slawi districts Tegal . There is influence *variety seeking* to *brand switching* consumer from Indomie To Delicious Noodles in the Village Kudaile districts Slawi districts Tegal . There is influence attribute product , satisfaction , and *variety seeking* to *brand switching* consumer from Indomie To Noodles delicious in Ward Kudaile districts Slawi districts Tegal .

Keywords : Attribute product , Satisfaction , *Variety seeking* , *Brand Switch*

INTRODUCTION

Producer which no capable fulfil need and desire consumer will have an impact on decreasing level loyalty consumers who cause existence behavior transition brand (*brand switching*). Displacement brand or brand switching is pattern characterized purchases with change or change from one brand to brand another . *Brand switching* dominant occur because brand product which used have stock limited in market consumer . From explanation the should producer give attribute products that can be interesting heart consumer through various component which offered , because a consumer very notice something attribute product which offered by manufacturer. Competition product between producer impact on vulnerable displacement brand on consumers .

Displacement brand could appear because attribute from product . Attribute product could made as power pull alone for user . Attribute product is elements considered product _ important by consumer and made base taking decision purchase like brand , packaging and guarantee or warranty . Attribute product is also defined as development something product or services that involve determination the benefits that will given . The more good benefits and variety attribute products offered _ producer so the more small desire _ consumer for move brand .

Besides attribute product , dissatisfaction consumer is one _ factors that can causing consumer move brand , because customers who don't satisfied will look for information choice other products and them Possible will buy product or influence other people for no buy . A consumers who experience dissatisfaction have possibility will change behavior decision looking for alternative other brands on consumption next for increase his satisfaction .

Other causes that encourage consumer move brand is existence need look for variation . Need look for variation has identified as factor which influence decision displacement brand . Need look for variation appear because consumer faced with various type variation product with various type brand . state this could influence consumer for dabble various type product and brand , so that consumer no will fully loyal will something product

HYPOTHESIS

Hypothesis is answer temporary to formula problem study It says while , because answer which given new based on theory which relevant , not yet based on facts empirical which obtained through collection data. Hypothesis which submitted in study this are :

1. Allegedly there is influence attribute product to consumer *brand switching* from Indomie To Noodles delicious in Ward Kudaile districts Slawi districts Tegal .
2. Allegedly there is influence satisfaction to consumer *brand switching* from Indomie To Noodles delicious in Ward Kudaile districts Slawi districts Tegal .
3. Allegedly there is influence *variety seeking* to *brand switching* consumer from Indomie To Noodles delicious in Ward Kudaile districts Slawi districts Tegal .
4. Allegedly there is influence attribute product , satisfaction , and *variety seeking* to *brand switching* from Indomie Go to Delicious Noodles in the Village Kudaile districts Slawi districts Tegal

METHOD RESEARCH

Sugiyono (2010: 61) gives definition that population is territory generalization which consist from object or subject which Becomes quantity and characteristics certain which set by researcher for studied and then drawn the conclusion . As for population in study this is public Ward Kudaile districts Slawi districts Tegal which move from consume Indomie to Mie Sedaap which amount no known by sure . Ward Kudaile districts Slawi have 5 RW and 28 RT.

Sample is part from quantity and characteristics which owned by population that . When population big , and researchers no Possible learn everything there is in the population because reason limited funds, manpower , and time , then researcher could use sample taken _ from population that . Sample in study this will as consideration efficiency and leads to centralization problem with focus on some from the population . Sample in study this is public Ward Kudaile districts Slawi districts Tegal which move from consume Indomie to Noodles delicious . Because in study.

Table 1. Sample Study

No.	Ward Kudaile	Amount Sample
1	RW 01 RT 01	20
2	RW 02 RT 02	20
3	RW 03 RT 03	20
4	RW 04 RT 04	20
5	RW 05 RT 05	20
Amou nt		100

Technique Collection Data

Techniques used in collect research data this is questionnaire . Questionnaire is method data collection with give or share list question to respondent with hope they will give response or register question that . Whereas technique determination scale in study this use technique determination “ *scale likert* ” where on each item question given score 1 5. Scale likert is scale used _ for measure attitude , opinion , and perception a person / group of people about phenomenon social (Sugiyono , 2010: 43). Scale this many used because easy made , free enter relevant statement .

Analysis Rank Correlation Spearman

In study this used rank correlation . Rank correlation used because second variable to be correlated that have ordinal data level . Correlation of this rank discovered by Spearman, so

also known as Spearman rank correlation . Correlation this can also be called as correlation graded , correlation tiered , correlation sequentially , or correlation rank (Usman and Akbar, 2005: 261).

For could give interpretation with coefficient correlation which found the big or small relationship , then could based on the provisions stated in table as following :

Table 2. Interpretation of r Value

interval Coefficient	Level Connection
0.000 – 0.199	Very low
0.200 – 0.399	Low Enough
0.400 – 0.599	Strong
0.600 – 0.799	Very strong
0.800 – 1,000	

Source : Sugiyono (2010 : 231)

DISCUSSION

To use prove hypothesis which has filed , so in study this used toolanalysis data :

Analysis Correlation Rank Spearman

Correlation *Spearman rank* used for look for connection or for test significance hypothesis associative . according to Arikunto (2013 : 313) coefficient correlation is something tool statistics who can used for compare results measurement two different variables so that could determine level connection Among variable this . Following this is results rank correlation spearman from study this :

Table 3
Results Calculation Correlation Rank Spearman Attribute Product To Brand Switch

Correlations

			Product attribute	brand - Switch *
Spearman's rho	Product attribute	Correlation CoefficientSig. (2-tailed)	1,000	,697*
		N	.100	,000
	Brand_Switch	Correlation Coefficient	,697*	1,000

ing	icientSig. (2-tailed)	,000*	.
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source : data the primer processed , 2018

From result calculation correlation variable *spearman rank* attribute product to *brand switching* with use analysis correlation *rank spearman* with program help SPSS , obtained results in the form of number coefficient correlation of 0.697. rs value of 0.697 the then interpreted with table interpretation the value of r is in the interval 0.600 – 0.799. That thing could interpreted that correlation Among attribute product to *brand switching* belong to strong .

For test significance correlation Among attribute product to *brand switching* used significance test coefficient correlation . At level 0.05 significance , obtained Mark sig 0.000. Because Mark sig 0.000 < 0.05 so Ho rejected and H₁ accepted , which means there is significant influence _ Among attribute product to *brand switching* . Connection Among attribute product to earned *brand switching* character positive it means the more tall attribute Mie Sedaap product so will the more high *brand switching* to noodles Delicious , otherwise the more low attribute Mie Sedaap product the more *brand low _ switching* to noodles delicious .

Table 4
Correlation Results Calculation Rank Spearman Satisfaction To Brand Switch

Correlations

			Satisfacti on	brand _ Switch
Spearman's rho	Satisfaction	Correlation Coefficient __Sig. (2-tailed)	1,000	,665*
		N	. 100	,000 100
	Brand_Switch ing	Correlation Coefficient __Sig. (2-tailed)	,665* ,000*	1,000 .
		N	100	100

** . Correlation is significant icant at the 0.01 level (2-tailed).

Source : data the primer processed , 2018

From results calculation correlation *rank spearman* variable satisfaction to *brand switching* with use analysis correlation *rank spearman* with program help SPSS , obtained results in the form of number coefficient correlation of 0.665. rs value of 0.665 the then

interpreted with table interpretation the value of r is in the interval 0.600 – 0.799. That thing could interpreted that correlation Among satisfaction to *brand switching* belong to strong .

For test significance correlation Among satisfaction to *brand switching* used significance test coefficient correlation . At level 0.05 significance , obtained Mark sig 0.000. Because Mark sig 0.000 < 0.05 then Ho is rejected and H₂ accepted , which means there is influence which significant satisfaction to *brand switching* . Influence Among satisfaction to earned *brand switching* character positive it means the more tall satisfaction consume noodles delicious so will the more high *brand switching* to noodles delicious , otherwise the more low satisfaction consume noodles delicious the more low also *brand switching* to noodles delicious .

Table 5
Results Calculation Correlation Rank Spearman Variety Seeking Against Brand Switch

Correlations

			Variety _ seekin g	brand_ Switch
Spearman's rho	Variety _seeking	Correlation Coefficient __Sig. (2-tailed) N	1,000 . 100	,555* ,000 100
	Brand_Switch ing	Correlation Coefficient __Sig. (2-tailed) N	,555* ,000 * 100	1,000 . 100

** . Correlation is significant at the 0.01 level (2-tailed).

Source : data the primer processed , 2018

From result calculation correlation variable *spearman rank variety seeking* against *brand switching* with use analysis correlation *rank spearman* with program help SPSS , obtained results in the form of number coefficient correlation of 0.555. rs value of 0.555 the then interpreted with table interpretation the value of r is in the interval 0.400 – 0.599. That thing could interpreted that correlation Among *variety seeking* against *brand switching* belong to enough strong .

For test significance correlation Among *variety seeking* against *brand switching* used significance test coefficient correlation . At level 0.05 significance , obtained Mark sig 0.000. Because Mark sig 0.000 < 0.05 then Ho is rejected and H₃ accepted , which means there is influence which significant *variety seeking* to *brand switching* . Influence *variety seeking* to *brand switching* which obtained character positive it means the more tall otherwise the

more low *variety seeking* which feel consumer so will the more low also *brand switching* .

Analysis Correlation multiple

For knowing how much big connection Among variable free by together to variable bound used analysis correlation multiple .

Table 6
Results Calculation Correlation multiple

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,826 a	,683	,673	1.1934 2

a. Predictors: (Constant), satisfaction ,
 product_attribute , Variety _seeking

Source : data the primer processed , 2018

Based on results calculation correlation multiple variable attribute product , satisfaction , and *variety seeking* against consumer *brand switching* from Indomie Go to Delicious Noodles in the Village Kudaile districts Slawi districts Tegal obtained Mark correlation multiple (R) of 0.826. Correlation value amounted to 0.826 ago interpreted with table interpretation the value of r is at 0.800 – 1,000 intervals. That thing it means influence attribute product , satisfaction , and *variety seeking* by together to *brand switching* belong to very strong .

Influence attribute product , satisfaction , and *variety seeking* by together to earned *brand switching* character positive it means the more tall attribute product , satisfaction , and *variety seeking* online together so will the more too high *brand switching* , otherwise the more low attribute product , satisfaction , and *variety seeking* online together so will the more low also *brand switching* .

For test significance influence Among attribute product , satisfaction , and *variety seeking* to *brand switching* consumer from Indomie To Noodles delicious in Ward Kudaile districts Slawi districts Tegal used significance test coefficient correlation multiple .

Table 7
Results Calculation Test Significance Correlation multiple

ANOVA ^b

Model	Sum of Squares	df	mean Square	F	Si g.
1 Regressi	294.581	3	98,194	68,94	,00

on				4	0 ^a
Residual	136,729	96	1,424		
Total	431.310	99			

a. Predictors: (Constant), satisfaction , product_attribute , Variety_seeking

b. Dependent Variables: Brand_Switching

Source : data the primer processed , 2018

Based on significance test results coefficient correlation obtained Mark *sig* 0.000 < 0.05 yang means there is significant influence _ significant attribute product , satisfaction , and *variety seeking* by together to *brand switching* consumer from Indomie To Noodles delicious in Ward Kudaile districts Slawi districts Tegal .

Analysis Coefficient Determination

Analysis Coefficient Determination that is a test for measure ability variable free in apply variable no free . Where R^2 ranges between $0 < R^2 < 1$. More big R^2 (close to 1), then variable free the more near relationship with variable no free , with words another model the considered good .

Table 8

Results Calculation Analysis Coefficient Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,826 a	,683	,673	1.1934 2

a. Predictors: (Constant), satisfaction , product_attribute , Variety_seeking

Source : data the primer processed , 2018

the size coefficient determination working for knowing big percentage variable dependent who can predictable with use independent variable . the size Mark coefficient determination based on calculation in on as big as 68.3 % . Mark coefficient determination the means that by 68.3% consumer *brand switching* from Indomie To Noodles delicious influenced by variable attribute product , satisfaction , and *variety seeking* bytogether whereas the rest that is 31.7 % influenced variable other which no could explained in study this .

CONCLUSION AND SUGGESTION

Conclusion

From result analysis data and discussion in chapter previously could concluded as following this :

1. There is influence attribute product to consumer *brand switching* from Indomie To Noodlesdelicious in Ward Kudaile districts Slawi districts Tegal .
2. There is influence satisfaction to *brand switching* consumer from Indomie To Noodles delicious in Ward Kudaile districts Slawi districts Tegal .
3. There is influence *variety seeking* to *brand switching* consumer from Indomie To Noodlesdelicious in Ward Kudaile districts Slawi districts Tegal .
4. There is influence attribute product , satisfaction , and *variety seeking* towards *brand switching* consumer from Indomie Go to Delicious Noodles in the Village Kudaile districts Slawi districts Tegal .

Suggestion

Suggestion which can given in connection with results study this are :

1. Expected to company for more capable fulfil need and desire consumer in aspect attribute product for example make appearance product
2. or more packaging interesting . Next expected company for always develop innovation in products for example with develop variant flavor from products for consumers no switch to brand another .
3. Company expected could fulfil desire consumer so that consumer feel satisfied , as hope for trust buyer to brand company could increase and could interesting buyer for do brand switching to Noodlesdelicious .
4. Amount brands new popping up make consumer more free in choose noodles instant so that consumer no will fully loyal will something product . Noodles delicious must always innovate to the product like create more aroma varied and evocative taste , distinctive taste , more packaging unique and others so that create differentiation product So that the consumers of Mie Sedaap no fast bored . That thing deserve for noticed as power pull , so that consumers from other brands of instant noodles can move to Noodlesdelicious .

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