

Pengaruh strategi product recall terhadap manufacturer s image consumer loyalty dan repurchase intention studi kasus pengguna honda dan toyota = The effect of product recall on manufacturer s image consumer loyalty and repurchase intention a case study of honda s and toyota s users / Mochammad Indra Mochdie

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Abstrak

[Product harm crisis dari produk otomotif merupakan kejadian yang lumrah dalam dunia industri otomotif, dari major sampai minor defect. Hal ini dilatarbelakangi oleh kompleksnya rangkaian proses produksi dari awal hingga akhir. Terdapat empat strategi product recall yang dapat dilakukan perusahaan dalam menghadapi situasi ini, yaitu menolak recall atau deny, melakukan recall atas paksaan hukum atau involuntary recall, recall secara sukarela atau voluntary recall, dan super effort. Namun dalam studi ini penulis hanya meneliti tiga variabel sesuai dengan strategi product recall yang pernah dilakukan di Indonesia. Penelitian ini bertujuan untuk mengetahui dampak dari masing-masing strategi recall terhadap manufacturer's image, consumer loyalty, dan repurchase intention. Objek penelitian ini adalah Honda yang melakukan voluntary recall dan super effort dan Toyota yang melakukan deny recall pada tahun 2014. Unit analisis dalam penelitian ini adalah user Honda dan user Toyota. Hasil Penelitian menunjukkan bahwa hanya strategi super effort yang berpengaruh positif signifikan terhadap imej perusahaan, dan loyalitas konsumen berpengaruh positif signifikan terhadap repurchase intention., Product harm crisis from automotive product is a fairly usual event that happens in automotive industry, from minor to major defect. Which happens with abundant factors including complexity of production process from the starting until finishing phase. There were four possible product recall strategy that could be accomplished by the firm, such as deny recall, involuntary recall, voluntary recall, and super effort. Although this research only consider three strategy which had took place in Indonesia. This research focuses to understand the effect of each product recall strategy on manufacturer's image, consumer loyalty, and repurchase intention. The object of this study is Honda which had accomplished voluntary recall and super effort strategy and Toyota which had accomplished deny recall in 2014. The result of this study is super effort is the only strategy that has positive significant effect on manufacturer's image, and so does consumer loyalty effect on repurchase intention.]