

Loyalitas dini majalah remaja: pola hubungan elemen-elemen yang mempengaruhi Early Brand Loyalty majalah Gadis pada pelajar 3 SLTP di Jakarta = Early brand loyalty on teen magazines: relation pattern on elements affecting early brand loyalty GADIS magesines on students of 3 Junior High School in Jakarta

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Abstrak

Loyalitas dini pada remaja adalah suatu fenomena yang menarik dalam dunia pemasaran. Walaupun remaja dikenal sebagai konsumen yang tidak loyal [Shimp 2000: 131] tetapi banyak pemasar melihat jika seorang remaja telah memiliki komitmen terhadap suatu merek akan membeli terus merek tersebut selama beberapa tahun mendatang [Solomon 1999:475]. Diperkuat juga oleh Peter & Olson [1998 : 420] yaitu loyalitas dini juga dapat ditemukan pada target segmen remaja dan dapat terus berlanjut hingga dewasa.

Maraknya pemain-pemain baru pada industri media cetak yang menggarap segmen remaja dewasa ini, membuat peneliti tertarik untuk membahas fenomena ini lebih lanjut. Dengan memfokuskan diri pada studi kasus Majalah GADIS dan pelajar 3 SLTP di Jakarta yang mencerminkan segmentasi A-B. Penelitian ini bertujuan untuk mengetahui pola hubungan elemen-elemen yang mempengaruhi loyalitas dini.

Analisis data studi kuantitatif eksplanatif yang dipilih melalui stratified random sampling 206 responden, dilakukan dengan 3 tahap multiple regression. Dependen variable tahap pertama: brand purchase, tahap 2: post purchase evaluation, dan tahap 3 brand loyalty. Analisis lanjutan dilakukan dengan path analysis untuk menguji model konseptual yang dibuat.

Dari hasil temuan penelitian didapatkan model baru yang lebih baik dari model dasarnya. Loyalitas dini telah terbentuk dikalangan remaja, walaupun jumlah committed buyer masih kurang dari 50%. Remaja yang masuk dalam golongan switcher hampir 50%, terbukti dengan sangat sensitifnya mereka terhadap harga dan iming-iming hadiah.

Pola hubungan elemen-elemen yang mempengaruhi early brand loyalty adalah:

1. Direct effect, terbentuk antara post purchase evaluation terhadap brand loyalty [Lele&Sheth 1991 dan Peter&Olson 1998], word of mouth exposure terhadap brand loyalty [Smith 1998] serta sales promotion affection [Smith 1998] terhadap brand loyalty.
2. Indirect effect, terbentuk diantara brand association, perceive quality, sales promotion affection, packagign affection, dan word of mouth exposure terhadap brand loyalty, yaitu melalui post purchase evaluation.

Brand purchase tidak mempunyai hubungan yang signifikan dengan ke-5 independent variable dan post purchase evaluation, hal ini bertentangan dengan teori brand association dan perceive quality Aaker 1991, sales promotion Peter&Olson 1998 dan Smith 1998, packaging Shimp 2000, word of mouth Richins&Root-

Shaffer 2000 dan Assael 2001.

Secara akademis penelitian ini dapat memperkaya teori dan temuan-temuan pada penelitian sejenis yang pernah diteliti sebelumnya. Hasil penelitian ini mampu mengeksplorasi sebagian saja dari banyak elemen yang mempengaruhi post purchase evaluation dan mengeksplanasi sebagian saja dari banyak elemen yang mempengaruhi brand loyalty pada usia dini di Indonesia. Untuk itu diharapkan agar penelitian selanjutnya dapat melihat dari sisi lain yang belum dibahas dalam penelitian ini.

Early brand loyalty on teenagers is an interesting phenomenon in the marketing world. Although teenagers are known as un-loyal costumers [Shimp 200:131], many marketers see that once a teenager has committed to a certain brand, he/she will keep on buying it for years to come [Solomon 1999: 475]. Also strengthen by Peter & Olson [1998: 420], early brand loyalty can be found on teenage target segment and this continued until their adult years.

The more new players in print media industry that worked on teen segment lately have attracted the researcher to examine this phenomenon further. By focusing on case study of GADS magazine anti students 3 junior highs in Jakarta, which mirrored segmentation A-B, this research was meant to discover the relation pattern elements that affect early brand loyalty.

Explanative quantitative study data analysis chosen through stratified random sampling on 206 respondents was done in 3 multiple regression stages. First stage dependent variable: brand purchase, stage 2: post purchase evaluation, and stage three: brand loyalty. Further analysis was conducted with path analysis to test the conceptual model from the research result, a new model was found better than its original basic model. Early brand loyalty has already formed among teenagers, although the amount of committed buyers is less Than 50%. Teenagers in the switcher category are almost 50%, proved by their sensitivity to price and reward.

Relation pattern elements that affect early brand loyalty are:

1. Direct effects, formed between post purchase evaluations on brand loyalty [Lele & Sheth 1991 and Peter & Olson 1998], worth of mouth exposure on brand loyalty [Smith 1998], and sales promotion affection on brand loyalty [Smith 1998].

2. Indirect effect. Formed between brand associations, perceive quality, sales promotion affection. Packaging affection and word of mouth exposure on brand loyalty through post purchase evaluation.

Brand purchase has no significant relation with all five independent variables and post purchase evaluation. This is contradictive with brand association and perceives quality theory [Aaker 1991], sales promotion [Peter & Olson 1998 and Smith 1998], packaging [Skimp 2000], and word of mouth [Richins & Root Shaffer 2000] and Assael 2001].

As an academic recommendation, the result of this research can explored some of the elements that effected post purchase evaluation and also can explained some of the elements that effected brand loyalty 9n teenagers in Indonesia. For the next research, it is better to see other sides that not be explained yet in this

research.</i>