

ABSTRACT

This research aims to identify and describes factors that influence consumer does brand switching to medical sanitary napkin at Surabaya. Along with the increasing of technology, most of the people will begin thinking their security and health by choosing product that have safe, one of the example is sanitary napkins. Use of medical sanitary napkin started a trend among Indonesian woman.

This study is using factor analysis with quantitative approach, and for the method is using non probability sampling method consist of 100 respondents purchasers and users of medical sanitary napkin. For the technique this study is using judgmental sampling technique.

The study found is to describes factors that influence woman consumer does brand switching to medical sanitary napkin at Surabaya based on need for variety, involvement, purchase frequency, perceived differences between brand, hedonic features, strength of preferences, and purchase history. Factor analysis result is the formation of five new factor is needs fulfillments factors, reference group and old product weakness factor, product superiority factor, purchase frequency factor, and factor of interest in the new variant.

Keyword: Brand switching, need for variety, involvement, purchase frequency, perceived differences between brand, hedonic features, strength of preferences, purchase history.

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menggambarkan faktor-faktor yang mempengaruhi konsumen merek pembalut wanita biasa untuk melakukan *brand switching* ke merek pembalut kesehatan di Surabaya. Seiring dengan meningkatnya teknologi, sebagian dari masyarakat mulai berpikir akan keamanan dan kesehatan mereka dengan memilih produk yang telah aman, salah satu contohnya yaitu pembalut kesehatan. Pemakaian pembalut kesehatan mulai menjadi tren di kalangan perempuan Indonesia.

Penelitian ini menggunakan analisis faktor dengan pendekatan kuantitatif, dan menggunakan metode *non probability sampling* dengan jumlah sampel sebanyak 100 responden pembeli dan pengguna merek pembalut kesehatan. Teknik pengambilan sampling yang digunakan adalah *judgemental sampling*.

Temuan dari penelitian ini mendeskripsikan faktor-faktor yang mempengaruhi konsumen wanita melakukan *brand switching* (perpindahan merek) ke merek pembalut kesehatan di Surabaya berdasarkan *need for variety, involvement, purchase frequency, perceived differences between brand, hedonic features, strength of preferences*, dan *purchase history*. Hasil analisis faktor adalah terbentuknya 5 faktor baru yaitu faktor pemenuhan kebutuhan, faktor kelompok acuan dan kelemahan produk lama, faktor keunggulan produk, faktor frekuensi pembelian, dan faktor ketertarikan terhadap varian baru.

Keyword: perpindahan merek, *need for variety, involvement, purchase frequency, perceived differences between brand, hedonic features, strength of preferences, purchase history.*