

INTISARI

Penelitian ini bertujuan untuk membuktikan pengaruh antara *consumer relationship proneness* terhadap *resistance to change* melalui *perceived loyalty program attributes* (*preceived complexity*, *perceived advantage*, *perceived risk*) pada program loyalitas Sogo Premier Card. Jenis penelitian yang digunakan adalah jenis penelitian *basic research* yang termasuk dalam tipe penelitian kausal.

Responden dalam penelitian ini berjumlah 150 orang. Analisis dalam penelitian ini menggunakan SEM (*Structural Equation Modeling*) dan diolah menggunakan *software* SPSS versi 18.0 *for Windows* serta AMOS versi 22.0 *for Windows* untuk pengujian Model *Measurement* dan *Structural*. Hasil penelitian ini menunjukkan bahwa hipotesis 1 – 4 dan hipotesis 6 telah terdukung dan berpengaruh positif / negatif signifikan yaitu *consumer relationship proneness* berpengaruh negatif signifikan terhadap *perceived complexity*, *consumer relationship proneness* berpengaruh positif signifikan terhadap *perceived advantage*, *consumer relationship proneness* berpengaruh negatif signifikan terhadap *perceived risk*, *consumer relationship proneness* berpengaruh positif signifikan terhadap *resistance to change*, dan *perceived advantage* berpengaruh positif signifikan terhadap *resistance to change*. Sedangkan hipotesis 5 dan 7 tidak terdukung dan tidak signifikan yaitu *perceived complexity* berpengaruh negatif signifikan terhadap *resistance to change* dan *perceived risk* berpengaruh negatif signifikan terhadap *resistance to change*.

Kata kunci : *consumer relationship proneness*, *resistance to change*, *perceived loyalty program attributes* (*preceived complexity*, *perceived advantage*, *perceived risk*)

ABSTRACT

This study aims to roves the influence between consumer relationship proneness to resistance to change through perceived loyalty program attributes (preceived complexity, perceived advantage, perceived risk) for Sogo Premier Card loyalty program. This type of basic research research that is included in the type of causal research.

Respondents in this study amounted to 150 peoples. The analysis in this study using a model of SEM (Structural Equation Modeling) and processed using SPSS software version 18.0 for Windows and Amos version 22.0 for Windows for testing Measurement and Structural Model. The result of this study indicate that hypothesis 1 – 4 and hypothesis 6 were supported and have positive / negative significantly effect such as consumer relationship proneness has negative and significant effect on preceived complexity, consumer relationship proneness has positive and significant effect on perceived advantage, consumer relationship proneness has negative and significant effect on preceived risk, consumer relationship proneness has positive and significant effect on resistance to change, and perceived advantage has positive and significant effect on resistance to change. For hypothesis 5 and 7 were not supported and does not significant that is preceived complexity has negative and significant effect on resistance to change and preceived risk has negative and significant effect on resistance to change.

Keywords: consumer relationship proneness, resistance to change, perceived loyalty program attributes (preceived complexity, perceived advantage, perceived risk)