

## **ABSTRAK**

Penelitian ini untuk mengetahui pengaruh kepuasan konsumen, loyalitas konsumen, *expected switching cost* terhadap preferensi merek dan minat pembelian ulang (Studi kasus pada konsumen produk olahraga Nike di jakarta). Teknik pengambilan sampel dalam penelitian ini yaitu *Convenience Sampling*, Responden dalam penelitian ini sebanyak 150 responden yang menggunakan dan menyukai produk olahraga Nike. Untuk menguji validitas, realibilitas dan pengujian hipotesis penelitian ini menggunakan aplikasi *Structural Equation Modeling* (SEM) dengan LISREL 8.80 dan SPSS 21.

Hasil analisis penelitian dengan menggunakan *Structural Equation Modeling* (SEM) menunjukan bahwa dari tujuh hipotesis yang terdapat dalam penelitian ada lima hipotesis yang berpengaruh signifikan yakni kepuasan konsumen berpengaruh signifikan terhadap loyalitas konsumen, kepuasan konsumen berpengaruh signifikan terhadap *expected switching cost*, kepuasan konsumen berpengaruh signifikan terhadap preferensi merek, *expected switching cost* berpengaruh signifikan terhadap preferensi merek, dan preferensi merek berpengaruh signifikan terhadap minat pembelian ulang

Kata kunci : Kepuasan Konsumen, Loyalitas Konsumen, *Expected Switching Cost*, Preferensi Merek, Minat Pembelian Ulang.



## **ABSTRACT**

*This research aims to know the influence of customers satisfaction, customers loyalty, expected switching cost and its impact on brand preference and repurchase intention study case on customers Nike sport equipment. The sample consisted of 150 customers who using Nike sport equipment. The sampling technique in this study that convenience sampling. To test the validity , reliability and hypothesis testing using the application Structural Equation Modeling with LISREL 8.80 and SPSS 2.0*

*The result of the analysis using the method of causal analysis shows that of seven hypothesis contained in the fifth research hypothesis that there is a significant effect on interest. Customers satisfaction has a significant positive effect on customers loyalty, customers satisfaction has a significant positive effect on expected switching cost, customers satisfaction has a significant positive effect on brand preference. expected switching cost has a significant positive effect on brand preference, and brand preference has a significant positive effect on repurchase intention.*

*Keywords : Customers Satisfaction, Customers Loyalty, Expected Switching Cost, Brand Preference, Repurchase Intention.*

