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THE EFFECT OF PRICE PERCEPTION AND VULNERABILITY TO CUSTOMER LOYALTY AND INTENTIONS TO SWITCH THROUGH PRICE OFFER FAIRNESS, PRICING PROCEDURE FAIRNESS, SATISFACTION WITH DEALER SERVICE, CAR UPON DELIVERY, AND PURCHASE ON TOYOTA CUSTOMER IN SURABAYA.

ABSTRACT

The purpose of this research is to know and analyze the effect of price perception and vulnerability to customer loyalty and intentions to switch through price offer fairness, pricing procedure fairness, satisfaction with dealer service, car upon delivery, and purchase on Toyota customer in Surabaya. The researcher includes consumers' price perceptions as an important factor that influences overall satisfaction judgments. Also, this research wants to add a connection between satisfied customer with customer loyalty and intention to switching to another brand even if they are satisfied with their purchase. Therefore, the concept of this research is not stopped on satisfied customer to knowing better the extension of customer satisfaction.

This research is using convenience sampling. For sample collection method, this research will be given a questionnaire to the customer of the Toyota. This study employed multi-stage sampling design to determine the number of samples needed. The number of samples for this study was 100 people that have been purchased Toyota cars.

The result of this research, there are positive correlations, direct and indirect, between each variable. Therefore, all hypotheses in this study are being completed.

To the future research, it can use other variables that can enhance and strengthen the low correlation of variables in this research.

Keywords: Price Perception, Satisfaction, loyalty, intention to switch, perceived vulnerability.