

BM62G3 – PERILAKU KONSUMEN

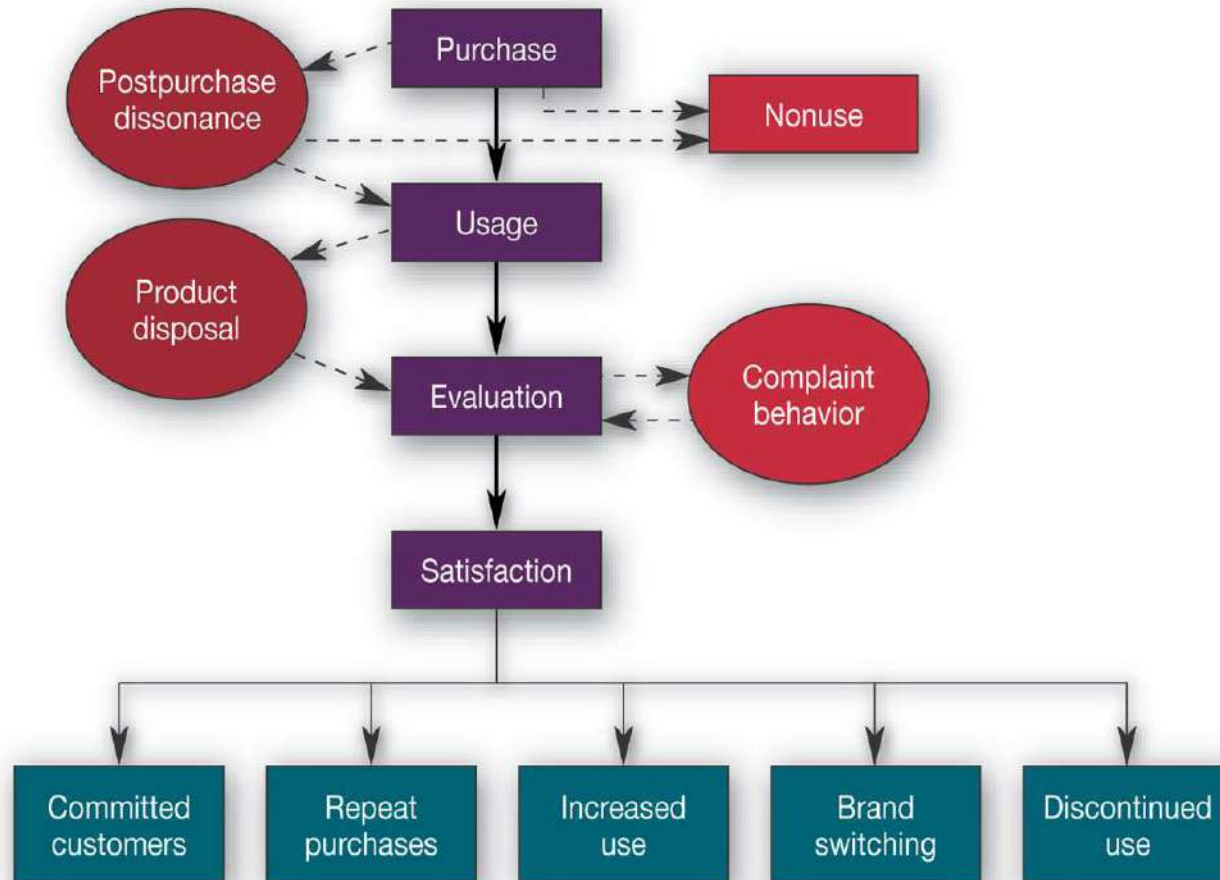
PROSES KEPUTUSAN KONSUMEN: PROSES PASCA PEMBELIAN, KEPUASAN, DAN KOMITMEN KONSUMEN

OSA OMAR SHARIF

S1 MBTI – FAKULTAS EKONOMI DAN BISNIS



Post-purchase Consumer Behavior



Post-purchase Dissonance


➤ **Post-purchase Dissonance**

A consumer reaction after making a difficult decision that involves doubt and anxiety.

➤ **Probability of experiencing dissonance increases based on:**

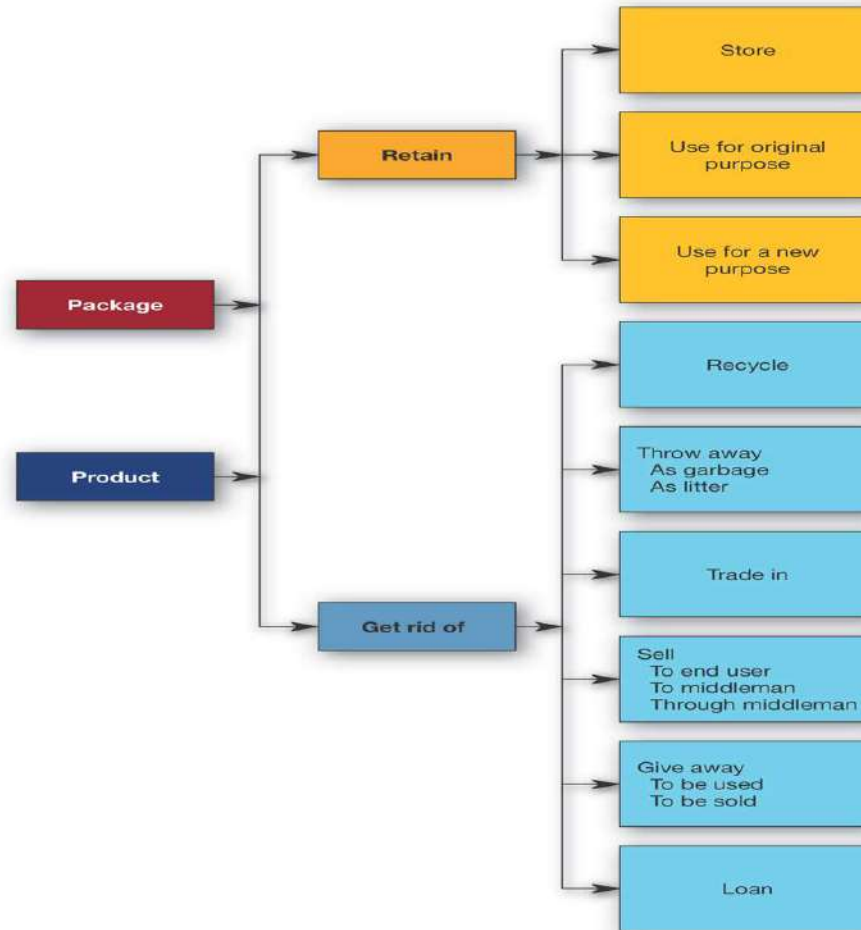
- Degree of commitment or irrevocability
- Importance of the decision
- Difficulty in choosing
- Individual's tendency to experience anxiety

Post-purchase Dissonance

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- A decorative graphic in the top-left corner consisting of several overlapping red triangles of various sizes and orientations, some pointing towards the center of the slide.
- **Approaches to reduce dissonance:**
 - Increase the desirability of the brand purchased
 - Decrease the desirability of rejected brand
 - Decrease the importance of the purchase
 - Reverse the purchase decision (return before use)



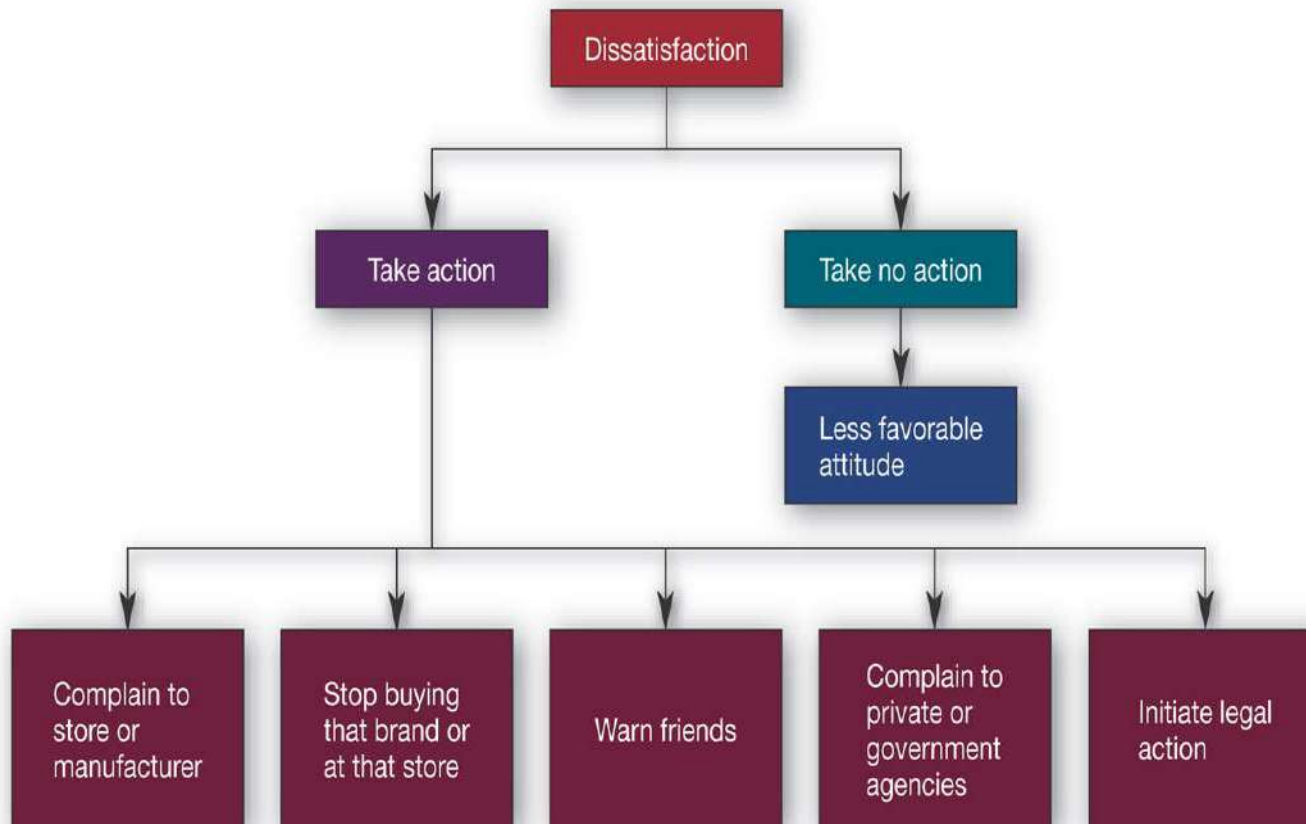
Disposition Alternatives



Expectations, Performance, and Satisfaction

<i>Perceived Performance Relative to Expectation</i>	<i>Expectation Level</i>	
	<i>Below Minimum Desired Performance</i>	<i>Above Minimum Desired Performance</i>
Better	Satisfaction*	Satisfaction/commitment
Same	Nonsatisfaction	Satisfaction
Worse	Dissatisfaction	Dissatisfaction

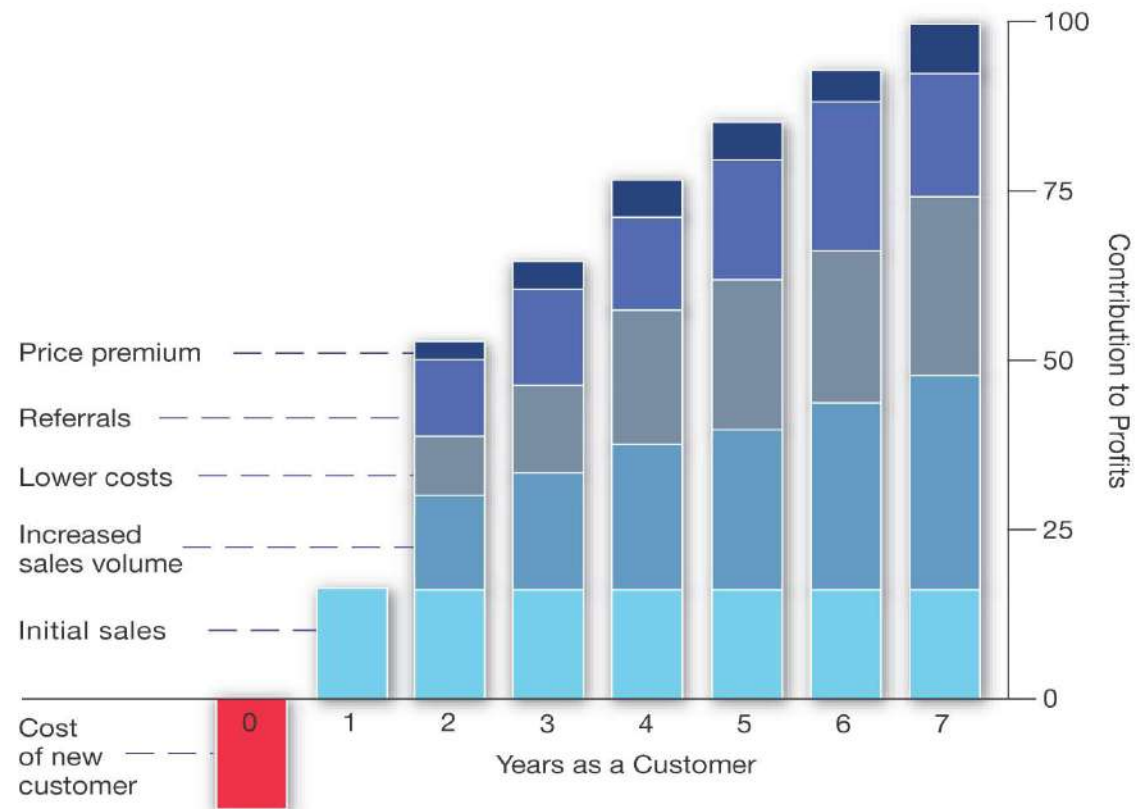
Dissatisfaction Response



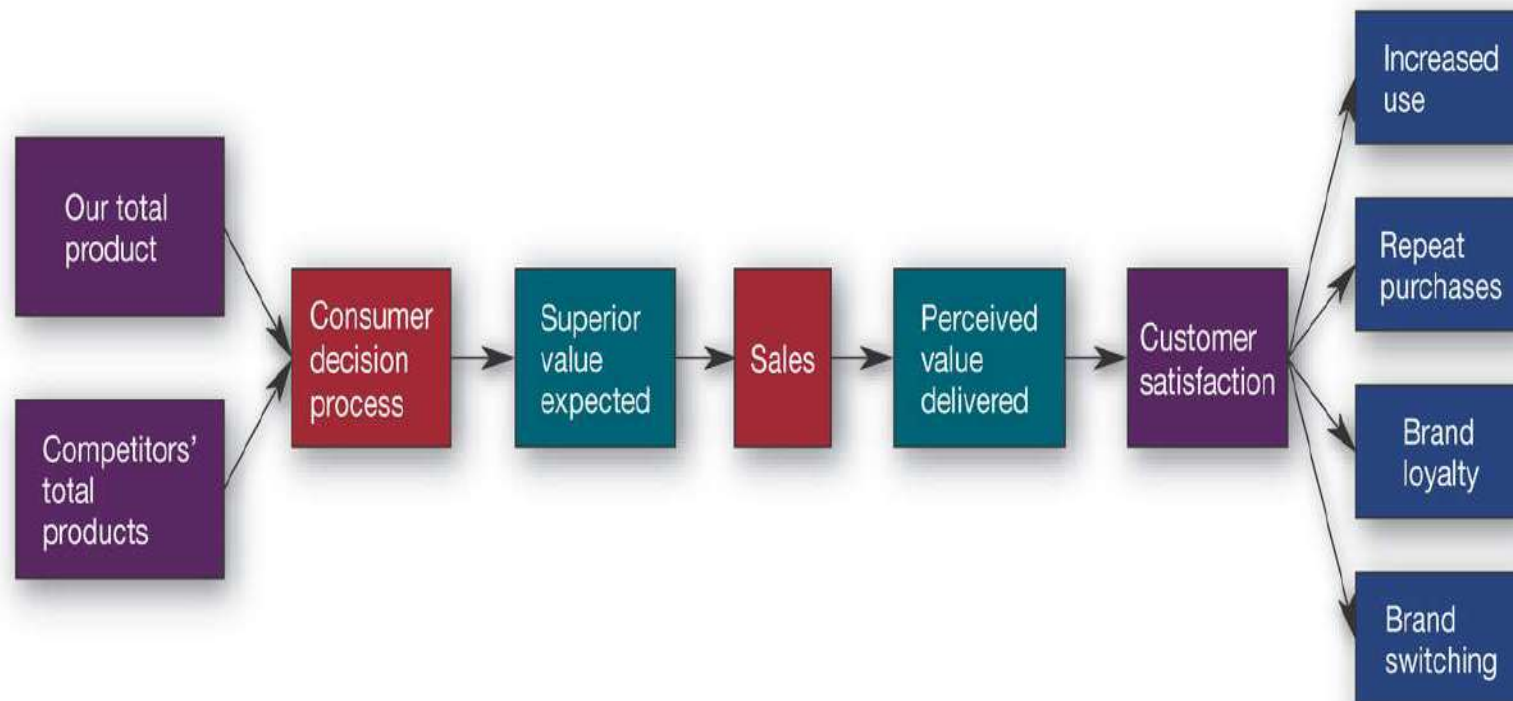
Creating Committed Customers



Sources of Increased Customer Profitability over Time



Customer Satisfaction Outcomes



TERIMA KASIH

