

Pengaruh strategi penentuan harga terhadap keputusan pembelian pada industri kuliner = The effects of pricing strategy toward purchase intention in culinary industry / Gde Adhitya Prabhawa

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Abstrak

ABSTRAK

Tesis ini menganalisis pengaruh pricing strategy, khususnya penerapan price framing yang membuat harga makanan menjadi lebih murah dari harga minuman, serta pemberian penawaran refill pada konsumen, selanjutnya akan dilihat pengaruhnya terhadap persepsi keadilan harga (price fairness), persepsi resiko yang diterima (perceived risk), kesadaran harga (price consciousness), serta niat pembelian (purchase intention) dari konsumen. Penelitian ini bersifat kuantitatif dan merupakan riset konklusif yang bersifat kausal dimana bertujuan untuk menguji hipotesis dan khususnya untuk memeriksa hubungan antara variabel-variabel dependen dan independen yang diuji. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh dan hubungan antara penggunaan strategi price framing dan refill tactic pada price fairness, perceived risk dan purchase intention, namun tidak mempengaruhi price consciousness partisipan/konsumen. Disisi lain, penelitian ini juga menunjukkan bahwa kombinasi dari penggunaan strategi price framing dan refill tactic justru dapat menurunkan price fairness dan purchase intention, sekaligus meningkatkan perceived risk, namun tetap tidak mempengaruhi price consciousness partisipan/konsumen.

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ABSTRACT

This paper analyzed the effect of pricing strategy, in particular the application of price framing that cause food prices to be cheaper than the price of beverage, as well as providing refill offers the consumer, will see its influence on price fairness, perceived risk, price consciousness, as well as purchase intentions of participant/consumers. This study used quantitative methods and was a conclusive research with causal type, which its objective was to test the hypothesis and especially to verify the relationship between its independent and dependent variables. The results of this study indicate that there is an influence and the relationship between the use of price framing strategy and refill tactic on price fairness, perceived risk, and purchase intention, but it does not affect price consciousness of consumers. On the other hand, the study also showed that the combination of the use of price framing strategy and refill tactic will reduce price fairness and purchase intention while increasing the perceived risk, but it still does not affect the price consciousness of

consumers.