

Pengaruh perceived risk terhadap price consciousness dan purchase intention komputer tablet pada mahasiswa di Jabodetabek : studi kasus merek dagang Samsung = The influence of perceived risk on price consciousness and purchase intention of tablet computer among university student in Jabodetabek : case study Samsung brand

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20331347&lokasi=lokal>

Abstrak

Fenomena komputer tablet yang sedang menjamur di Indonesia menjadi daya tarik tersendiri bagi peneliti untuk menguji kebenaran bahwa saat ini konsumen komputer tablet tidak terlalu terpengaruh pada kesadaran harga terhadap niat pembelian. Oleh karena itu, penelitian ini dibuat untuk menguji variabel price consciousness terhadap purchase intention. Price consciousness sendiri memiliki kaitan dengan perceived risk. Penelitian ini diadaptasi dari model penelitian Wu et al., 2011, dengan sedikit modifikasi dan penjabaran yang lebih dalam pada komponen perceived risk yaitu, financial risk, performance risk, convenience risk, dan psychosocial risk. Penelitian ini menggunakan alat pengukuran Structural Equation Model (SEM) dengan program LISREL 8.8. Jumlah responden yang didapat sebanyak 168 mahasiswa (baik yang sambil bekerja maupun yang tidak) di daerah Jabodetabek. Hasil penelitian menunjukkan financial risk dan convenience risk berpengaruh positif terhadap price consciousness, sedangkan performance risk memiliki pengaruh yang negatif terhadap price consciousness. Kemudian convenience risk berpengaruh negatif terhadap purchase intention, sedangkan psychosocial risk berpengaruh positif terhadap purchase intention.

.....The phenomenon of tablet computers that are growing in Indonesia is the main reason for researchers to test whether current consumer tablet computer is not too affected by the awareness of the intention of the purchase price. This study tests the impact of variable price consciousness toward purchase intention. Price consciousness itself is influenced by the perceived risk. The study is adapted from a model study Wu et al. (2011) with a slight modification and elaboration of a more deeply perceived risk components, namely, financial risk, performance risk, convenience risk and psychosocial risk. This study uses a measurement tool Structural Equation Model (SEM) with LISREL program 8.8. The number of respondents is 168 students (whether currently is working or not) in the Greater Jakarta area (Jabodetabek). The results show that financial risk and risk convenience positively affect price consciousness, while performance risk has a negative influence on price consciousness. Moreover convenience purchase risk negatively affects intention, whereas psychosocial risk has positive affect on purchase intention.