

Profil konsumen terhadap faktor yang mempengaruhi keputusan pembelian perhiasan bros dan kalung terbuat dari logam selain emas = Profile of consumers towards factors affecting jewelry purchase decision of brooch and necklace made from metals besides gold / Melia Surghani

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Abstrak

[ABSTRAK

Industri kreatif dalam pembuatan produk kerajinan perhiasan logam selain emas mulai menarik perhatian pelaku industri. Hal ini akan memperketat persaingan untuk mendapatkan market share. Untuk menyikapi persaingan yang semakin tinggi, pelaku industri perlu mengetahui lebih mendalam mengenai konsumen yang membeli produk perhiasan logam selain emas. Keputusan untuk membeli suatu produk didasari oleh pengetahuan, evaluasi dan atribut produk. Pada penelitian ini ingin diketahui faktor-faktor yang mempengaruhi keputusan pembelian konsumen terhadap perhiasan logam selain emas, dengan melakukan survei terhadap 90 responden yang sudah pernah membeli dan mengolah data yang diperoleh dengan factor analysis dan cluster analysis menggunakan SPSS. Hasil yang didapat dari penelitian ini, bahwa terdapat empat faktor yang mempengaruhi keputusan pembelian konsumen terhadap perhiasan logam selain emas yaitu faktor durability, faktor aesthetics, faktor workmanship, dan faktor value.

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ABSTRACT

Creative industries in the making of metals jewelry besides gold began to attract the attention of industry players. This will tighten the competition to gain market share. To address the ever-increasing competition, industry players need to know more about the consumers who buy products metals jewelry besides gold. The decision to buy a product based on knowledge, evaluation and product attributes. This study wanted to find out the factors that influence consumers' purchasing decisions on metals jewelry besides gold, by conducting a survey of 90 respondents who had ever bought and procesing collected data by factor analysis and cluster analysis using SPSS. There are four factors that influence consumers' purchasing decisions on metals jewelry besides gold. Those are durability, aesthetics, workmanship, and value factors.;

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