

Analisis pengaruh perceived risk pada kebijakan Expiration Date-Based Pricing (EDBP) terhadap kepercayaan konsumen (Studi pada Giant Margo City) = The influence analysis of perceived risk in Expiration Date-Based Pricing (EDBP) policy toward customer trust (Study on Giant Margo City)./ Vivin Agustin

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Abstrak

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Tujuan penelitian ini adalah menganalisis bagaimana pengaruh perceived risk pada kebijakan Expiration Date Based Pricing (EDBP) terhadap kepercayaan konsumen. Penelitian ini menggunakan pendekatan kuantitatif. Sampel dalam penelitian ini adalah 100 pengunjung Giant Margo City Depok yang pernah membeli dan mengkonsumsi produk hewani di Giant Margo City Depok minimal 6 bulan terakhir. Instrumen penelitian ini menggunakan kuesioner dan dianalisis menggunakan linear regression. Hasil penelitian ini menunjukkan bahwa perceived risk memiliki pengaruh sedang menuju kuat dan memiliki hubungan terhadap kepercayaan konsumen sebesar 20.6 % dan sisanya sebesar 79.4 % dipengaruhi faktor lainnya.

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**ABSTRACT**

The objective of this research is to analyze the effect of perceived risk in Expiration Date Based Pricing (EDBP) policy toward customer trust at Giant Margo City, Depok. This research applied quantitative approach. The sample of this research is 100 visitors of Giant Margo City that minimal last 6 months ago, had been bought and consume meat product at Giant Margo City, Depok. This research used questionnaire as research instrument and analyzed with linear regression. The result of this research indicates that perceived risk have a low to strong effect toward customer trust. Perceived risk effect customer trust equal to 20.6 % and the residue equal to 79.4% effected by some other factors.