

Potensi anchoring effect dalam redenominasi rupiah pengaruh penulisan nilai nominal nilai acuan dan familiarity terhadap estimasi harga = Anchoring effect potential in rupiah redenomination planning the effects of rupiah nominal value anchor value and familiarity on price estimation

Diah Nurayu Kusumawardani, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20412421&lokasi=lokal>

Abstrak

[ABSTRAK

Susianto, Sjabadhyni, Mahardika, Narhetali, dan Nisa (2012) menjelaskan dalam studi tiga bahwa estimasi harga dalam Rupiah baru hasil redenominasi (Rb) memunculkan potensi anchoring effect yang lebih besar, dimana mean estimasi partisipan yang mendapatkan acuan tinggi lebih tinggi daripada acuan rendah, dibandingkan estimasi dalam Rp. Tidak berbeda jauh dengan penelitian tersebut, skripsi ini membahas potensi anchoring effect yang terjadi pada partisipan yang mengestimasi harga dalam Rb dengan menambahkan variabel familiarity. Penelitian ini merupakan penelitian kuantitatif dengan desain eksperimen dengan desain 2 (nilai nominal Rupiah) x 2 (nilai acuan) x 2 (familiarity). Sebanyak 240 partisipan diminta untuk mengestimasi 14 barang sering dan jarang dibeli dalam Rb atau Rp dengan dihadapkannya nilai acuan tinggi atau rendah. Hasil dari penelitian ini adalah potensi anchoring effect terjadi pada estimasi setiap barang dimana mean estimasi partisipan yang mendapatkan acuan tinggi lebih tinggi pada dibandingkan dengan mean estimasi partisipan yang mendapatkan acuan rendah dalam Rb maupun Rp. Akan tetapi, potensi anchoring effect yang lebih besar terjadi saat partisipan mengestimasi harga barang jarang dibeli dalam Rp. Berdasarkan hasil penelitian tersebut, partisipan sudah dapat beradaptasi dengan nilai nominal Rupiah baru jika redenominasi diterapkan.

;Susianto, Sjabadhyni, Mahardika, Narhetali, dan Nisa (2012) explained in their third study that the price estimation in Rupiah baru leads greater anchoring effect potential to that estimation in Rupiah lama. The purpose of this study is to follow-up their third study by adding familiarity variable. This research is an experimental research with 2 (Rupiah nominal values) x 2 (anchor values) x 2 (familiarity) design. Two hundred and fourty participants were presented by high or low anchor value and then estimated 14 goods (familiar and unfamiliar products) using Rb or Rp. The result shows that the anchor value influences the price estimation, which participants who got high anchor value have higher mean compare to that participants who got low anchor. The bigger anchoring effect potential happens in participants who estimated in Rp with unfamiliar product. Based on the result, paricipants have already adapted using Rb as a nominal value.

;Susianto, Sjabadhyni, Mahardika, Narhetali, dan Nisa (2012) explained in their third study that the price estimation in Rupiah baru leads greater anchoring effect potential to that estimation in Rupiah lama. The purpose of this study is to follow-up their third study by adding familiarity variable. This research is an experimental research with 2 (Rupiah nominal values) x 2 (anchor values) x 2 (familiarity) design. Two hundred and fourty participants were presented by high or low anchor value and then estimated 14 goods (familiar and unfamiliar products) using Rb or Rp. The result shows that the anchor value influences the price estimation, which participants who got high anchor value have higher mean compare to that participants who got low anchor. The bigger anchoring effect potential happens in participants who

estimated in Rp with unfamiliar product. Based on the result, participants have already adapted using Rb as a nominal value.

, Susianto, Sjabadhyni, Mahardika, Narhetali, dan Nisa (2012) explained in their third study that the price estimation in Rupiah baru leads greater anchoring effect potential to that estimation in Rupiah lama. The purpose of this study is to follow-up their third study by adding familiarity variable. This research is an experimental research with 2 (Rupiah nominal values) x 2 (anchor values) x 2 (familiarity) design. Two hundred and forty participants were presented by high or low anchor value and then estimated 14 goods (familiar and unfamiliar products) using Rb or Rp. The result shows that the anchor value influences the price estimation, which participants who got high anchor value have higher mean compare to that participants who got low anchor. The bigger anchoring effect potential happens in participants who estimated in Rp with unfamiliar product. Based on the result, participants have already adapted using Rb as a nominal value.

]