

Pengaruh perceived price dan word of mouth terhadap keputusan pembelian: studi kasus PT. Erafone Artha Retailindo = The effect of perceived price and word of mouth towards purchase decision: a case study of PT. Erafone Artha Retailindo

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Abstrak

ABSTRAK

Pada tahun 2015, Indonesia berada di peringkat ketiga negara pengguna smartphone terbanyak dengan jumlah mencapai 65.2 juta pengguna (eMarketer Worldwide Mobile Users, 2015). Semua lapisan masyarakat kini memiliki akses untuk menggunakannya. Dalam membeli smartphone ada beberapa kriteria yang menjadi pertimbangan konsumen di Indonesia, yaitu fitur, harga, merek, serta tampilan smartphone tersebut. Namun di kondisi sekarang dimana biaya hidup terus meningkat, konsumen semakin sensitif dan selektif terhadap harga. Untuk mencari informasi mengenai kriteria-kriteria tadi, mayoritas konsumen di Indonesia menggunakan informasi word of mouth (Smartphone Buying Habit Survey by Jakpat, 2015). Erafone, ritel di bidang telekomunikasi terbesar di Indonesia yang fokus pada distribusi smartphone, adalah contoh ritel yang mampu melihat peluang dari fenomena diatas. Tujuan penelitian ini untuk mengetahui pengaruh perceived price dan word of mouth terhadap keputusan pembelian pada PT Erafone Artha Retailindo. Penelitian dilakukan pada lingkup mahasiswa Fakultas Ekonomi Universitas Indonesia Depok Angkatan 2011-2013, dengan objek penelitian dibatasi pada perceived price dan word of mouth sebagai variabel independen dan keputusan pembelian sebagai variabel dependen. Penelitian ini menggunakan pendekatan kuantitatif melalui metode survey yang dipilih secara random sampling. Hasil penelitian yang berdasarkan uji regresi menunjukkan bahwa (1) variabel perceived price memiliki pengaruh signifikan terhadap variabel word of mouth, (2) word of mouth memiliki pengaruh signifikan terhadap keputusan pembelian, dan (3) perceived price memiliki pengaruh signifikan terhadap keputusan pembelian pada ritel Erafone

ABSTRACT

Indonesia is the world's third-largest smartphone user populations with around 65,2 users by 2015 (eMarketer Worldwide Mobile Users, 2015). Nowadays, so many people, from all social class, can easily afford it. There are some criteria that might consider before purchasing smartphone, some of the criteria include: feature, price, brand, and appearance. However, in the presence of higher living cost, they have more price sensitivity and become increasingly selective. They tend to seek information from word of mouth (Smartphone Buying Habit Survey by Jakpat, 2015). Erafone, Indonesia's leading telecommunication retail concentrating on the distribution of smartphone, is one of the example of succesful retail from the phenomenon listed above. The purpose of this study is to determine the effect of perceived price and word of mouth towards purchase decision on PT Erafone Artha Retailindo. The study conducted in the scope of the student of Faculty of Economics Universitas Indonesia Depok Class of 2011-2013, with the object of study is limited only to the variables of perceived price and word of mouth as the independent variable and purchase decision as the dependent one. This study is using quantitative method whom selected using

random sampling method. The results of statistical tests using regression model indicate that (1) price differentiation has a significant effect towards word of mouth, (2) word of mouth has a significant effect towards purchase decision, and (3) price differentiation has a significant effect towards purchase decision