

Pengaruh happiness dalam sales promotion gift-with-purchase terhadap purchase satisfaction (studi kasus brand women' secret) = Effects of happiness in sales promotion gift with purchase toward purchase satisfaction a (case study of brand women' secret)

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Abstrak

ABSTRAK

Gift-with-purchase merupakan strategi marketing yang umum digunakan oleh para pemasar. Penelitian ini bertujuan untuk memahami bagaimana free gift with purchase mempengaruhi purchase satisfaction konsumen melalui happiness. Free gift tersebut dinilai dari seberapa besar pengaruh perceived usefulness, perceived quality, perceived cost, dan perceived ingenuity terhadap happiness. Studi kasus yang diambil adalah brand asal Spanyol, women's secret. Data diperoleh dengan penyebaran kuesioner terhadap 52 responden kemudian dianalisis dengan Partial Least Square (PLS). Hasil penelitian menunjukkan bahwa perceived quality merupakan antecedent dan memiliki pengaruh signifikan terhadap happiness, sedangkan perceived usefulness, perceived cost dan perceived ingenuity tidak memiliki pengaruh signifikan terhadap happiness. Selanjutnya, happiness memiliki pengaruh signifikan terhadap purchase satisfaction. Berdasarkan hasil penelitian ini, pemasar harus memiliki pemahaman lebih mengenai strategi promosi gift-with-purchase terutama dalam pemilihan jenis free gift dan presentasi free gift tersebut kepada konsumen agar efektif meningkatkan kepuasan serta penjualan.

ABSTRACT

Gift-with-purchase is a common marketing strategy used by marketers. This study aims to understand how the free gift-with-purchase influence purchase satisfaction of consumer through happiness. Free gift measured by how much influence the perceived usefulness, perceived quality, perceived cost and perceived ingenuity toward happiness. The case study is taken from the Spanish brand, women's secret. Data obtained by distributing questionnaires to 52 respondents were analyzed by Partial Least Square (PLS). The results showed that the perceived quality is an antecedent and have a significant influence on happiness, while perceived usefulness, perceived cost and perceived ingenuity does not have a significant effect on happiness. Furthermore, happiness has a significant influence on purchase satisfaction. Based on these results, marketers must have a better understanding of the promotional strategy of gift-with-purchase, especially in the choice of free gift and free gift presentation to consumers in order to effectively improve the satisfaction and sales