

Pengaruh promosi penjualan terhadap minat beli produk the body shop = The Effect of sales promotion on purchase intention of the body shop product

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Abstrak

ABSTRAK
Penelitian ini membahas mengenai pengaruh promosi penjualan terhadap minat beli produk The Body Shop. Promosi penjualan diukur menggunakan skala pengukuran yang dikembangkan oleh Schimp 2003 yaitu incentives dan temporarily dan Chandon et al. 2000 yaitu manfaat utilitarian atau utilitarian hedonic dan manfaat hedonis atau hedonic benefit. Variabel minat beli diukur dengan menggunakan lima indikator yang dikembangkan oleh Schiffman dan Kanuk 2008. Penelitian ini adalah penelitian kuantitatif dengan menyebarkan kuesioner kepada 100 responden yang berusia 17-35 tahun, berdomisili di wilayah DKI Jakarta, mengetahui promosi penjualan The Body Shop dan belum pernah membeli produk The Body Shop. Hasil penelitian menunjukkan bahwa terdapat pengaruh antara promosi penjualan terhadap minat beli produk The Body Shop. Hasil penelitian menyarankan bahwa perusahaan harus mengetahui jenis promosi penjualan yang akan digunakan dan melihat manfaat promosi penjualan yang akan diberikan berdasarkan perspektif reaksi konsumen sehingga akan berdampak positif terhadap minat beli konsumen.

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ABSTRACT
The focus of this study is to analyze the effect of sales promotion on purchase intention of The Body Shop Product. To measure sales promotion, we used four dimensions namely incentives, utilitarian benefit, hedonic benefit and temporarily which is based on the scale developed by Schimp 2003 and Chandon et al. 2000. To measure purchase intention, we used the 5 item scale which is based on the scale developed by Schiffman and Kanuk 2008. This is a quantitative research with data collective using questionnaires distributed to 100 respondents aged 17 35 years, living in the Jabodetabek area, knowing The Body Shop sales promotion and had never bought The Body Shop rsquo s product. The results shows that there is a significant positive relation between sales promotion on purchase intention in The Body Shop. The researcher suggest that the marketers need to understand what promotional tool works better at a given promotional benefit from the perspective of the consumer reaction.