

Analisis Pengaruh Persepsi tentang Diskon terhadap Keputusan Pembelian Konsumen Produk Fashion = The Influence of Perception of Discount Towards Purchase Decision of Fashion Product Consumers

Parulian, Jeremia Tiga, author

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Abstrak

Persaingan pasar produk fashion yang semakin ketat pada platform e-commerce membuat peran promosi penjualan menjadi semakin penting untuk menarik minat konsumen, salah satunya dengan diskon. Penelitian ini bertujuan untuk mengetahui bagaimana persepsi pembeli produk fashion terhadap diskon memengaruhi intensi perilaku mereka. Sampel penelitian ini berjumlah 249 orang yang berusia 18-35 tahun dan pernah membeli produk fashion dengan promo diskon melalui platform e-commerce. Data penelitian ini dikumpulkan melalui kuesioner yang disebarakan secara online dan dianalisis dengan metode Partial Least Square-Structural Equation Modeling (PLS-SEM). Penelitian yang dilakukan menemukan bahwa price-quality perception dan smart shopper self-perception memberikan pengaruh langsung terhadap attitude towards discount dan behavioral intention. Kemudian, hasil penelitian juga menunjukkan bahwa attitude towards discount mampu memberikan pengaruh mediasi dalam hubungan antara price-quality perception dengan behavioral intention serta smart shopper self-perception dengan behavioral intention

.....The market for fashion products on e-commerce platforms is becoming more competitive. Therefore, the role of sales promotion, such as discount, is even more important to attract consumers. This study aims to find out how the perceptions of fashion product buyers towards discounts influence their behavioral intentions. The sample of this study was 249 people who aged 18-35 years and had purchased fashion products with discount promotions through e-commerce platforms. The research data was collected through online questionnaires and analyzed using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method. This research finds that price-quality perception and smart shopper self-perception has a direct influence on attitude towards discount and behavioral intention. The result of this study also shows that attitude towards discount has a mediating effect on the relationship between price-quality perception and behavioral intention, also on the relationship between smart shopper self-perception and behavioral intention.