

Analisis Pengaruh Persepsi Harga dan Pengemasan Produk Terhadap Perilaku Pencarian Informasi Pra Pembelian Yang Dimediasi Oleh Kepuasan Pelanggan = Analysis of the Influence of Price Perceptions and Product Packaging on Pre-Purchase Information Search Behavior Mediated by Customer Satisfaction

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Abstrak

Menjaga kebersihan dari ujung kaki hingga ujung kepala merupakan salah satu bentuk dari merawat diri. Tren ini menjadi semakin meningkat diiringi dengan mulai mewabahnya virus COVID-19 sejak tahun 2020 silam. Banyak perusahaan ikut bersaing untuk menunjukkan kebolehan produk perawatan dirinya agar menjadi pilihan terbaik bagi para pelanggan. Salah satu caranya adalah dengan persepsi harga dan pengemasan produk yang sesuai. Dengan kedua aspek tersebut, perusahaan dapat memberi kepuasan bagi para pelanggan dan mendorong untuk melakukan perilaku pencarian informasi pra pembelian. Penelitian ini bertujuan untuk mengetahui bagaimana persepsi harga dan pengemasan produk dapat mempengaruhi perilaku pencarian informasi pra pembelian yang dimediasi oleh kepuasan pelanggan. Variabel yang digunakan adalah price perception, product packaging, pre-purchase information search behavior, dan customer satisfaction. Desain penelitian yang digunakan adalah konklusif deskriptif dengan metode kuantitatif menggunakan self-administered questionnaire. Terdapat 217 responden yang merupakan mahasiswa di jabodetabek dan pernah membeli Personal Care Products (PCP) selama 6 bulan terakhir di toko swalayan yang berpartisipasi dalam penelitian. Data dianalisis menggunakan Structural Equation Modeling (SEM) dan diolah dengan software SPSS serta AMOS. Hasil penelitian menunjukkan bahwa price perception tidak memiliki pengaruh terhadap pre-purchase information search behavior. Product packaging, dan customer satisfaction memiliki pengaruh terhadap pre-purchase information search behavior. Kemudian customer satisfaction memiliki peran mediasi antara price perception dengan pre-purchase information search behavior, dan memiliki peran mediasi antara product packaging dengan pre-purchase information search behavior.

.....Maintaining cleanliness from toe to head is a form of self-care. This trend is increasingly accompanied by the outbreak of the COVID-19 virus in 2020. Many companies compete to show the ability of self-care products to be the best choice for customers. One way is to determine the price perception and product packaging. With these two aspects, companies can provide satisfaction for customers and encourage them to make pre-purchase information search behavior. This study aims to find out how pricing and product packaging can influence pre-purchase information search behavior mediated by customer satisfaction. The variables used are price perception, product packaging, pre-purchase information search behavior, and customer satisfaction. The research design used was conclusive descriptive with quantitative methods using a self-administered questionnaire. There were 217 respondents who were students in Jabodetabek and had purchased Personal Care Products (PCP) for the last 6 months at supermarkets who participated in the study. Data were analyzed using Structural Equation Modeling (SEM) and processed with SPSS and AMOS software. The results of the study show that price perception does not have an influence on pre-purchase information search behavior. Product packaging, and customer satisfaction have an influence on pre-

purchase information search behavior. Then customer satisfaction has a mediating role between price perception and pre-purchase information search behavior, and has a mediating role between product packaging and pre-purchase information search behavior.