

Faktor-Faktor yang Memengaruhi Perceived Purchased Equity pada Specialty Goods (Studi pada Group Order K-pop) = Factors Affecting Perceived Purchased Equity in Specialty Goods (Study on K-pop Group Order)

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh perceived sacrifice, perceived risk, perceived benefit, dan perceived quality terhadap perceived purchased equity dan intention pembelian group order dalam studi kasus kolektor merchandise K-pop. Desain penelitian ini adalah konklusif deskriptif. Metode pengumpulan data dilakukan menggunakan survei dengan menyebarkan kuesioner secara online menggunakan Google Form melalui sosial media. Metode pengambilan sampel yang digunakan adalah purposive sampling dengan 399 responden yang memenuhi kualifikasi, yaitu kolektor merchandise K-pop yang berusia 15 hingga 29 dari seluruh Indonesia dengan ketentuan pernah melakukan pembelian melalui group order. Data dianalisis menggunakan Covariance based Structural Equation Modeling (CB-SEM) dengan LISREL 8.80. Hasil penelitian ini menunjukkan bahwa variabel perceived sacrifice, perceived benefit, perceived quality berpengaruh signifikan terhadap perceived purchased equity. Sementara itu, variabel perceived risk tidak berpengaruh signifikan terhadap perceived purchased equity. Kemudian, variabel perceived purchased equity berpengaruh signifikan terhadap group order intention.

.....The purpose of this research is to analyze the effect of perceived sacrifice, perceived risk, perceived benefit, and perceived quality on perceived purchased equity and group order purchase intention on study of K-pop merchandise collectors. The research design is descriptive conclusive. The data were collected through questionnaires using Google Forms and distributed via social media. The sampling method used was purposive sampling with 399 qualified respondents, that are K-pop merchandise collectors aged 15 to 29 from all over Indonesia with the provision that they had made a purchase through a group order. Data were analyzed using Covariance based Structural Equation Modeling (CB-SEM) with LISREL 8.80. The results showed that the variables perceived sacrifice, perceived benefit, perceived quality have significant effect on perceived purchased equity. Meanwhile, perceived risk has no significant effect on perceived purchased equity. Then, the variable perceived purchased equity has a significant effect on group order intention.