

Pengaruh Bentuk Promosi dan Harga terhadap Intensi Membeli di E-Commerce = The Effect of Promotion Type and Price Toward Purchase Intention in E-Commerce

Salsabila Ghazani, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920546134&lokasi=lokal>

Abstrak

Pergeseran perilaku berbelanja secara konvensional menjadi online dengan pemanfaatan e-commerce terus berkembang terutama pada emerging adulthood. E-commerce pun berlomba memberikan promosi dan harga yang kompetitif untuk terus mengembangkan pangsa pasar. Penelitian ini bertujuan mengetahui pengaruh bentuk promosi dan harga terhadap intensi membeli. Penelitian eksperimental dilakukan pada 115 partisipan berusia 18-25 tahun. Partisipan mendapatkan skenario berbelanja online dengan bentuk promosi (diskon dan gratis ongkos kirim) sebagai variabel within-subjects serta harga (murah dan mahal) sebagai variabel between-subjects. Berdasarkan uji Mixed ANOVA, terdapat pengaruh yang signifikan antara harga terhadap intensi membeli ($p < ,01$). Namun, tidak terdapat hasil yang signifikan antara bentuk promosi terhadap intensi membeli ($p = 0,10$). Terakhir, tidak ada interaksi antara bentuk promosi dan harga terhadap intensi membeli ($p = 0,24$).

.....Buying behavior are shifting from conventional method to use of e-commerce especially in emerging adulthood age range. Therefore, e-commerce is competing in providing promotion and price with the best deal to expand their market. This study aims to examine the effect of promotion type and price toward purchase intention. Experimental study was conducted on participants aged 18-25 years old. Participants assigned to purchase scenario with promotion type (discount and free shipping) as within-subjects variable and price (cheap and expensive) as between-subjects variable. Mixed ANOVA result reveal significant effect of price toward purchase intention ($p < .01$). Meanwhile, there is no significant effect of promotion type toward purchase intention ($p = 0.10$). Moreover, there is no interaction between the variables toward purchase intention ($p = 0.24$).