

Peran Perceived Value Konsumen dalam Memprediksi Intensi Membeli Susu Cair di Indonesia = The Role of Consumers Perceived Value in Predicting Purchase Intention for Liquid Milk in Indonesia.

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Abstrak

Penelitian ini menguji bagaimana peran perceived value konsumen dalam memprediksi intensitas membeli susu cair di Indonesia. Penelitian ini menggunakan teknik sampling berupa convenience sampling, yang pada akhirnya memperoleh partisipan sebanyak 419 orang dengan rentang usia 18-65 tahun. Penelitian ini mengukur intensi membeli dari konsumen menggunakan Intention-to-Buy Measure dan Consumer Values Scale untuk mengukur nilai-nilai konsumsi dari konsumen. Analisis data menggunakan analisis deskriptif dan regresi linier berganda. Hasil menunjukkan bahwa Perceived value (nilai fungsional, nilai sosial, nilai emosional, nilai kondisional, dan nilai epistemik) dapat memprediksi intensitas membeli susu cair. Setiap nilai dalam perceived value juga diukur secara independen dan diperoleh hasil bahwa emotional value, epistemic value, dan conditional value dapat memprediksi intensi membeli secara independen, sedangkan functional value dan social value ditemukan tidak dapat memprediksi intensi membeli secara independen. Melalui penelitian ini, perusahaan dapat memasarkan produk susu cair dengan mempertimbangkan aspek nilai konsumsi, khususnya nilai emosional, epistemik, dan kondisional yang ada pada konsumen untuk meningkatkan intensitas membeli susu cair.

..... This study examines the role of consumer perceived value in predicting the intensity of buying liquid milk in Indonesia. This study used a sampling technique in the form of convenience sampling, which in the end obtained 419 participants with an age range of 18-65 years. This study measures the purchase intention of consumers using the Intention-to-Buy Measure and the Consumer Values Scale to measure the consumption values of consumers. Data analysis used descriptive analysis and multiple linear regression. The results show that each dimension of Perceived value (functional value, social value, emotional value, conditional value, and epistemic value) can predict the purchase intention of liquid milk. Each value in perceived value was also measured independently and the results obtained that emotional values, epistemic values, and conditional values could predict purchase intention independently, while functional values and social values found could not predict purchase intention independently. Through this research, companies can market liquid milk products by considering aspects of consumption value, especially the emotional, epistemic, and conditional values that exist in consumers to increase the purchase intention of liquid milk.