

Analisa pengaruh price discount terhadap store image dan purchase intention produk smartphone Studi Kasus: Produk Samsung Galaxy pada Okeshop = Analysis of the price dicount towards the store image and purchase intention for smarthphone product Case Study L Samsung Galaxy production Okeshop.

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Abstrak

Skripsi ini membahas tentang analisis variabel price discount yang mempengaruhi store image dan purchase intention Dalam penelitian ini, produk yang diteliti adalah Samsung Galaxy pada Okeshop dengan menggunakan metode Structural Equation Modeling (SEM) dengan software LISREL 8.70. Hasil penelitian ini menunjukkan, bahwa variabel price discount berpengaruh positif dan signifikan terhadap store image dan purchase intention produk Samsung Galaxy pada Okeshop.

.....This thesis discusses about the analysis of variables of price discount that affect the store image and purchase intention. In this study, the product being discuss is Samsung Galaxy on Okeshop. Data were analyzed using Structural Equation Modeling (SEM) method with software LISREL 8.70. The results of this study indicate that price discount variables influence store image and purchase intention on Samsung Galaxy product on Okeshop.