

Hubungan antara persepsi kualitas persepsi harga dan intensi membeli pada produk fashion bermerek asli Indonesia = Relationship between perceived quality perceived priced and purchasing intention on branded fashion product from Indonesia

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Abstrak

Pakaian bermerek bukanlah sesuatu yang asing bagi masyarakat di Indonesia. Seseorang akan mempertimbangkan beberapa hal sebelum membelinya, antara lain kualitas dan harganya. Maka dari itu penelitian ini dilakukan untuk mengetahui apakah terdapat hubungan yang signifikan antara persepsi kualitas dan persepsi harga dengan intensi membeli produk fashion bermerek asli Indonesia. Pengukuran persepsi kualitas dan intensi membeli dilakukan menggunakan adaptasi alat ukur yang dikembangkan oleh Junghwa (2013) dan pengukuran persepsi harga dilakukan dengan adaptasi alat ukur yang dikembangkan oleh Jo (2013). Sampel penelitian ini berjumlah 148 orang yang mampu menyebutkan beberapa contoh produk fashion bermerek asli Indonesia. Hasil penelitian ini menunjukkan terdapat hubungan yang signifikan antara persepsi kualitas dan persepsi harga dengan intensi membeli produk fashion bermerek asli Indonesia. Berdasarkan hasil penelitian dapat dilihat bahwa perubahan skor yang terjadi pada salah satu variabel akan diikuti oleh perubahan skor variabel lain. Selain hasil diatas, penelitian juga menemukan bahwa laki-laki mempersepsikan kualitas kaus bermerek asli Indonesia lebih baik dibandingkan perempuan yang mempersepsikan kaus bermerek asli Indonesia.

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Branded clothes is not something odd to people in Indonesia. Someone will consider several things before buying it, among other quality and price. Therefore this study was conducted to determine whether there is a significant relationship between perceived quality and perceived price with the intention of purchasing branded fashion products from Indonesia. Measurement of perceived quality and purchase intention carried out using an adaptation measurement tool developed by Junghwa (2013) and price perception measurements made with adaptation of measuring instruments developed by Jo (2013). Sample size was 148 people were able to mention a few examples of branded fashion products native to Indonesia. These results indicate a significant correlation between perceived quality and perceived price with the intention of buying branded fashion products from Indonesia. Based on the results it can be seen that the change in scores occurred in one of the variables will be followed by a change in another variable scores. In addition to the above results, the study also found that men perceive the quality of branded t-shirts authentic Indonesian better than women who perceive branded t-shirts native to Indonesia.