

Analisa pengaruh perceived scarcity terhadap willingness to buy melalui variabel mediasi perceived value (studi kasus pada nokia lumia batman series) = Analysis of perceived scarcity effect on willingness to buy through mediating variables perceived value (a study on nokia lumia batman series)/ Gina Karlina

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Abstrak

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Dalam konteks pemasaran persuasif informasi tentang barang langka atau jumlah terbatas kemungkinan akan mendatangkan asumsi yang positif tentang produk, seperti kualitas yang baik dan eksklusifitas. Kelangkaan dapat meningkatkan persepsi nilai dan keinginan membeli melalui asosiasi keuntungan simbolis. Penelitian ini bertujuan untuk mengetahui pengaruh perceived scarcity terhadap willingness to buy melalui variable mediasi perceived value pada produk Nokia Lumia Batman Series. Sampel penelitian ini berjumlah 200 responden, metode SEM (Structural Equation Modelling), digunakan untuk mengolah data dengan software SPSS 17 dan Lisrel 8.7. Hasil analisa menunjukkan bahwa strategi scarcity yang dilakukan Nokia tidak berhasil meningkatkan perceived value Nokia Lumia Batman Series, walaupun demikian konsumen masih menilai bahwa Nokia Lumia Batman Series memiliki perceived value yang baik dan menimbulkan willingness to buy.

ABSTRACT

A scarcity claim in a persuasive marketing context is likely to elicit positive thoughts about the product such as enhanced quality and exclusiveness. Scarcity may increase the perception of value and willingness to buy through symbolic benefits association. This study aim to analyze perceived scarcity effect on willingness to buy through mediating variables, perceived value, on Nokia Lumia Batman Series. Sample of this study is 100 respondents. This study used SEM (Structural Equation Modelling) to process data with Lisrel 8.7 and SPSS 17 software. The analysis shows that scarcity strategies that Nokia applied do not enhance Nokia Lumia Batman Series perceived value, nevertheless consumers consider that Nokia Lumia Batman Series has a positive perceived value and arouse willingness to buy.