

Penggunaan price-quality cue oleh konsumen pada consumer services = Consumer use of price quality cue in consumer services / Prayoga Harryputra

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Abstrak

[ABSTRAK

Secara umum konsumen menggunakan informasi harga sebagai sinyal kualitas (price-quality cue). Namun hal tersebut tidak berlaku secara universal pada semua jenis jasa. Penelitian ini ingin meneliti tingkat penggunaan price-quality cue dan perbedaan penggunaannya pada jasa-jasa yang berbeda-beda. Hasil penelitian menunjukkan bahwa penggunaan price-quality cue ada pada semua jasa yang diteliti. Meski demikian penggunaan price-quality cue berbeda-beda antara satu jasa dengan jasa lainnya. Penggunaan price-quality cue memiliki korelasi yang signifikan dengan persepsi kompleksitas produk pada semua jasa yang diteliti. Namun tidak pada semua jasa ditemukan korelasi yang signifikan antara price-quality cue dengan persepsi heterogenitas penyediannya.

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ABSTRACT

It has been a market belief that price is a proxy of a product's quality. However, the use of it comes with various level depends on the service type. This research try to study the usage of this price-quality cue on consumer services perceived to have different product and market characteristics. The result shows that, even though at the various level, consumer use price as quality cue in all kind of services researched. Price-quality cue usage has strong correlation with perceived product complexity for all services researched. However not at all researched services found significant correlation between price-quality cue with perceived provider heterogeneity.;It has been a market belief that price is a proxy of a product's quality. However, the use of it comes with various level depends on the service type. This research try to study the usage of this price-quality cue on consumer services perceived to have different product and market characteristics. The result shows that, even though at the various level, consumer use price as quality cue in all kind of services researched. Price-quality cue usage has strong correlation with perceived product complexity for all services researched. However not at all researched services found significant correlation between price-quality cue with perceived provider heterogeneity., It has been a market belief that price is a proxy of a product's quality. However, the use of it comes with various level depends on the service type. This research try to study the usage of this price-quality cue on consumer services perceived to have different product and market characteristics. The result shows that, even though at the various level, consumer use price as quality cue in all kind of services researched. Price-quality cue usage has strong correlation with perceived product complexity for all services researched. However not at all researched services found significant correlation between price-quality cue with perceived provider heterogeneity.]