

Analisis pengaruh product involvement, price consciousness, dan price/quality inference terhadap willingness-to-pay pada local brand fashion di Indonesia = The influence of product involvement price consciousness and price quality inference towards customers willingness to pay on local brand fashion product in Indonesia

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Abstrak

Penelitian ini bertujuan untuk mengetahui hal yang mempengaruhi kesediaan konsumen dalam membayar willingness-to-pay produk local brand fashion di Indonesia, berdasarkan faktor - faktor yang terbentuk, seperti: Product Involvement, Price Consciousness, Price/Quality Inference, dan Product Information. Data diperoleh dari penyebaran kuesioner kepada 208 responden, pria dan wanita berkewarganegaraan asli Republik Indonesia, dengan usia berkisar antara 20-35 tahun, dan pernah melakukan pembelian produk local brand fashion di Indonesia dengan harga minimal Rp 250.000,00 per item-nya. Analisis data dilakukan menggunakan software SPSS 22, dengan metode regresi berganda stepwise.

Hasil penelitian ini menunjukkan bahwa terdapat pengaruh secara langsung pada product involvement terhadap price/quality inference dan willingness-to-pay; pengaruh yang tidak secara langsung atau harus melalui moderasi product information pada price consciousness terhadap price/quality inference, dan price/quality inference terhadap willingness-to-pay. Sedangkan price consciousness tidak memiliki pengaruh terhadap willingness-to-pay.

*This study aims to analyze factors which influence consumers 39 willingness to pay on local brand fashion products in Indonesia, based on factors performed, such as Product Involvement, Price Consciousness, Price Quality Inference, and Product Information. Data were collected using questionnaire which distributed to 208 respondents, aiming for man and woman from 20 to 35 years old and is having Indonesian citizenship, have ever bought local brand fashion's product in Indonesia with minimum price Rp 250.000,00 per item. SPSS 22 is used to employe the data, with multiple regression stepwise method. The result of this research shows that product involvement has direct impact on price quality inference and willingness to pay this research also found that product information plays role as a moderating variable between price consciousness to price quality inference, and price quality inference to willingness to pay. Futhermore, Price Consciousness is proven having no impact on willingness to pay.*