PENGARUH PERSEPSI HARGA TERHADAP NIAT BELI PRODUK *FASHION ONLINE* PADA MAHASISWA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh persepsi harga terhadap niat beli produk *fashion online* pada mahasiswa. Terdapat lima hipotesis dalam penelitian ini, yaitu 1) *value consciousness* berpengaruh positif terhadap niat beli produk *fashion online*, 2) *price consciousness* berpengaruh negatif terhadap niat beli produk *fashion online*, 3) *sale proneness* berpengaruh positif terhadap niat beli produk *fashion online*, 4) *price-quality schema* berpengaruh positif terhadap niat beli produk *fashion online*, 5) *prestige sensitivity* berpengaruh positif terhadap niat beli produk *fashion online*. Subjek penelitian ini berjumlah 300 mahasiswa dengan rentang usia 18-25 tahun. Metode pengambilan sampel yang digunakan adalah *convenience sampling*. Metode pengumpulan data dalam penelitian ini menggunakan dua skala, yaitu skala Likert untuk persepsi harga dan skala kontinum untuk niat beli produk *fashion online* yang disebarkan secara *online* menggunakan *google form*. Skala persepsi harga memiliki nilai reliabilitas sebesar $\alpha_{strat} = 0,971$ dan skala niat beli memiliki nilai reliabilitas sebesar $\alpha = 0,829$. Teknik analisis yang akan dilakukan pada penelitian ini yaitu analisis regresi linear berganda. Uji hipotesis menunjukkan bahwa *value consciousness, price consciousness, sale proneness, price-quality schema,* dan *prestige sensitivity* tidak memiliki pengaruh terhadap niat beli produk *fashion online* pada mahasiswa. Dengan begitu, kelima hipotesis dalam penelitian ini ditolak.

Kata kunci: persepsi harga, niat beli, produk *fashion online*, mahasiswa

THE INFLUENCE OF PRICE PERCEPTION WITH FASHION ONLINE PURCHASE INTENTION IN STUDENT UNIVERSITY

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ABSTRACT

This study aims to determine the influence of price perception on the intention to purchase fashion products online in university student. There were five hypotheses in this study; 1) value consciousness has a positive influence on the intention to purchase fashion products online, 2) the price consciousness has a negative influence on the intention to purchase fashion products online, 3) sale proneness has a positive influence on the intention to purchase fashion products online, 4) price-quality has a positive influence on the intention to purchase fashion products online, and 5) prestige sensitivity has a positive influence on the intention to purchase fashion products online. The subjects used in this study were 300 students with age ranging from 18-25 years. The sampling method used in this study was convenience sampling. The data collection method in this study used Likert model scale for price perception and a continuum scale for the intention to purchase fashion products online, that was distributed online using Google forms. The price perception scale had a reliability value of $\alpha_{strat} = 0.971$ and the intention to purchase fashion products online scale had a reliability value of $\alpha = 0.829$. The analysis technique that was carried out in this research used multiple linear regression analysis. Hypothesis testing showed that value consciousness, price consciousness, sale proneness, price-quality schema, and prestige sensitivity had no influence on the intention to buy online fashion products for students. In conclusion, the five hypotheses in this study were rejected.

Keywords: *price perception, purchase intention, fashion online product, university student.*

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