

SUMMARY

ANALISIS PENGAMBILAN KEPUTUSAN KONSUMEN MENGGUNAKAN MODEL PERSAMAAN STRUKTURAL (Studi Kasus Pembelian Honda Revo)

CONSUMER DECISION MAKING ANALYSIS USING STRUCTURAL EQUATION MODEL (Case Study For Purchasing Of Honda Revo)

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Subject : Quality Control

Keyword : niat beli, perubahan gaya hidup, model persamaan struktural.

Description :

Keputusan pembelian sepeda motor makin beragam alasan dan latar belakangnya yang didorong oleh berbagai pergeseran karena perubahan teknologi, gaya hidup, dan persepsi tentang perubahan itu sendiri. Pembeli sepeda motor dihadapkan pada pilihan antara membeli alat angkut, membeli teknologi, membeli pendongkrak status sosial (gengsi), dan membeli lifestyle. Ke-ragaman kondisi sosial ekonomi, kematangan dan sikap terhadap teknologi, dan kebutuhan pada alat transportasi memerlukan ke-ragaman cara mengambil keputusan membeli. Keragaman ini memerlukan suatu pola dan cara untuk menemukan hubungan struktural. Pendekatan statistik dapat digunakan untuk menge-tahui pola hubungan struktural pengambilan keputusan. Dalam penelitian ini, pendekatan statistik yang digunakan adalah Structural Equation Modeling (SEM). Hasil analisis menyatakan bahwa konstruk emosi memiliki pengaruh lebih besar terhadap niat beli daripada konstruk persepsi harga, persepsi kualitas, dan sikap dilihat dari hubungan langsung. Dari model persamaan struktural, terdapat empat hubungan konstruk yang signifikan yaitu persepsi harga terhadap persepsi kualitas, persepsi harga terhadap keterlibatan, keterlibatan terhadap emosi, dan persepsi kualitas terhadap emosi. Persepsi harga, persepsi kualitas, dan emosi membentuk satu jalur hubungan kausal yang mem-pengaruhi niat beli konsumen.

Description Alt:

Buying decision of motorcycle more immeasurable reason and its background pushed by various frictions because technological change, lifestyle, and perception about itself change. Motorcycle buyer faced by choice of between buying appliance transport, buying technology, buying the social jack up status (prestige), and buying lifestyle. Various social economics condition, maturity and attitude to technology, and requirement at transportation appliance need the various way of taking decision of purchasing. These various need a pattern and way for finding the structural of relation. Statistical approach is applicable to know the structural of relation pattern of decision making. In this research, the statistic approach using Structural Equation Modeling (SEM). Result of analysis express that emotion has the bigger influence to buying intention than perception of price, perception of quality, and attitude seen from the direct relation. From the structural equation model, there are four significance relation of construct that is perception of price to perception of quality, perception of price to involvement, involvement to emotion, and perception of quality to emotion. Perception of price, perception of quality, and emotion form to one band of causal relation which influencing consumer buying intention.

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Thank You,

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