THE INFLUENCE OF PERCEIVED QUALITY AND PERCEIVED VALUE TOWARDS CONSUMER PURCHASE INTENTION OF CONDOMINIUM X PRODUCT

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ABSTRACT

Indonesian economic condition was increasing in quarter-II 2013 and also consumer purchase intention towards property product was increasing that showed development in property business. However, the increasing condition in purchase intention can be a problem to developer if the product was not marketed according to consumer requirements or needs. Condition of condominium X that will be remarketed by JRP company and achieved result that all of condominium X units will be sold, this condition will cause potential risk if developer did not understand consumer behavior which is consumer purchase intention. Previous research found that consumer purchase intention influenced by perceived quality with perceived value as mediating variable between relationships of perceived quality and purchase intention. Therefore, a research was needed to understand the influence of perceived quality and perceived value towards consumer purchase intention of condominium X product.

The purpose of this research is to understand the influence of perceived quality and perceived value towards consumer purchase intention of condominium X product. This research had been done by using 129 respondents which is consumer or potential buyer of condominium X product in Bintaro Jaya area, Tangerang Selatan. The research method had been done by spreading questionnaire and using nonprobability sampling technique then questionnaire results will be analyzed by using Structural Equation Modeling (SEM).

Result from data analysis indicated that perceived quality have bigger influence than perceived value towards consumer purchase intention of condominium X product so can be concluded that perceived quality that have been experienced by consumer or potential buyer of condominium X was more dominant than perceived value in influencing consumer purchase intention towards condominium X product.

Keyword: consumer behavior, perceived quality, purchase intention, perceived value, Structural Equation Modeling (SEM).