

**EFFECT OF PRICE AND STORE IMAGE ON PERCEIVED
VALUE AND CUSTOMER PURCHASE INTENTION IN
LC WAIKIKI PAKUWON MALL SURABAYA**



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MALL SURABAYA**

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APPROVAL PAGE

THESIS

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MALL SURABAYA**

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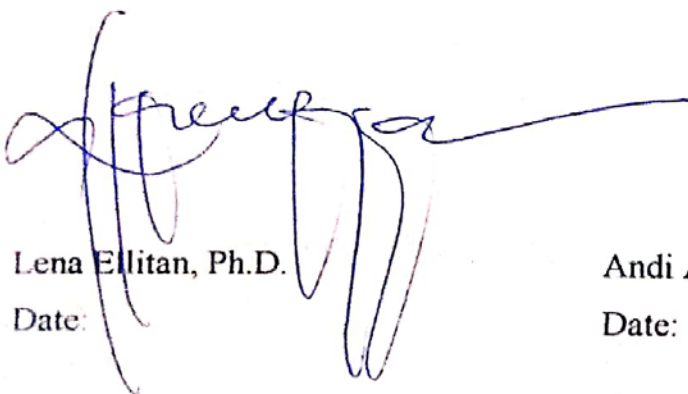
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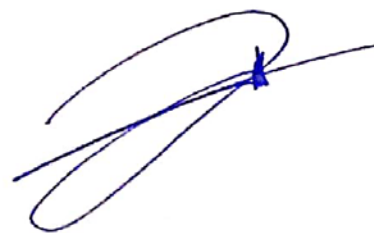
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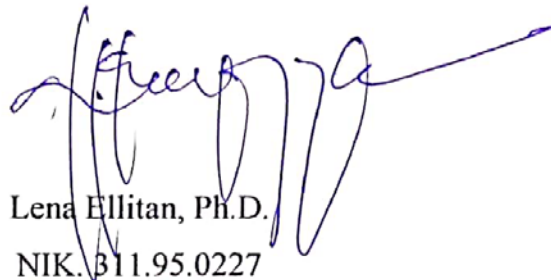


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FOREWORDS

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Surabaya,

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EFFECT OF PRICE AND STORE IMAGE ON PERCEIVED VALUE AND CUSTOMER PURCHASE INTENTION IN LC WAIKIKI PAKUWON MALL SURABAYA

ABSTRACT

This study aims to examine the effect of price, store image, and perceived value against purchase intention at LC WAIKIKI Pakuwon Mall Surabaya. Data for this study were obtained directly from respondents who knew the LC WAIKIKI brand fashion goods brand, had purchased LC WAIKIKI brand products and intended to purchase LC WAIKIKI brand products in Surabaya. The sample used in this study is 150 respondents with the age of ≥ 17 years. Using purposive sampling and SEM analysis technique with LISREL 8.70 program.

Based on the respondents in this study, price offers have an influence on consumers' purchase intentions, where if the price offered is high then consumers' purchase intention decreases and vice versa. As well as store image of the store that gives the impression of glamour and neat can provide more value and increase consumer purchase intention. Main changing of the factor that impact the purchase intention, not only about the price, but also store image and the value that felt by customer. The result showed that there is positive and significant influence between price, store image, perceived value towards purchase intention.

Keywords: Purchase Intention, Perceived Value, Store Image, Price

EFFECT OF PRICE AND STORE IMAGE ON PERCEIVED VALUE AND CUSTOMER PURCHASE INTENTIONIN LC WAIKIKI PAKUWON MALL SURABAYA

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *price* dan *store image* terhadap *perceived value* dan *purchase intention* konsumen di LC WAIKIKI Pakuwon Mall Surabaya. Data untuk penelitian ini diperoleh langsung dari responden yang mengetahui merek barang fashion merek LC WAIKIKI, telah membeli produk merek LC WAIKIKI dan berniat membeli produk merek LC WAIKIKI di Surabaya. Sampel yang digunakan sebanyak 150 respondendengan usia ≥ 17 tahun. Menggunakan teknik *purposive sampling* dan menggunakan teknik analisis SEM dengan program LISREL 8.70.

Berdasarkan responden dalam penelitian ini, penawaran harga memberikan pengaruh terhadap niat beli konsumen, dimana jika harga yang ditawarkan tinggi maka niat beli konsumen berkurang dan sebaliknya. Serta citra toko yang memberikan kesan mewah dan rapi dapat memberikan nilai lebih dan meningkatkan niat beli konsumen. Perubahan faktor penentu dalam meningkatkan niat beli konsumen yang bukan hanya di tentukan melalui harga namun juga melalui penampilan toko dan nilai yang dirasakan. Hasil dari penelitian ini menunjukkan bahwa adanya hubungan positif dan signifikan antara *price*, *store image*, *perceived value* dengan *purchase intention*.

Kata Kunci: *PurchaseIntention, PerceivedValue, Store Image, Price*