

ABSTRAK

PENGARUH PERSEPSI HARGA DAN PERILAKU KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN PRODUK *ORIFLAME* (STUDI PADA MAHASISWA MANAJEMEN ANGKATAN 2018)

Fitri Indah Sari

Program Studi Manajemen

Fakultas Ekonomi dan Bisnis, Universitas Buana Perjuangan Karawang.

Penelitian ini bertujuan untuk mengetahui persepsi harga dan perilaku konsumen terhadap keputusan pembelian mahasiswa Program Studi Manajemen angkatan 2018 Universitas Buana Perjuangan pada produk *Oriflame*. Jenis metode penelitian deskriptif dan verifikatif, dengan pendekatan kuantitatif. Teknik penentuan sampel menggunakan *cluster sampling* dengan 224 responden mahasiswa angkatan 2018 Program Studi Manajemen Universitas Buana Perjuangan Karawang. Teknik analisis yang digunakan yaitu analisis jalur (*path analysis*) dibantu menggunakan program SPSS. Berdasarkan hasil penelitian dapat disimpulkan, persepsi harga secara parsial terhadap berpengaruh positif dan signifikan terhadap keputusan pembelian mahasiswa Program Studi Manajemen Universitas Buana Perjuangan Karawang pada produk *Oriflame*. Perilaku konsumen secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian mahasiswa Program Studi Manajemen Universitas Buana Perjuangan Karawang pada produk *Oriflame*. Persepsi harga dan perilaku konsumen berpengaruh secara simultan dan signifikan terhadap keputusan pembelian mahasiswa Program Studi Manajemen Universitas Buana Perjuangan Karawang pada produk *Oriflame*.

Kata kunci: persepsi harga, perilaku konsumen, keputusan pembelian

ABSTRACT

THE EFFECT OF PRICE PERCEPTION AND CONSUMER BEHAVIOR ON THE PURCHASE DECISION OF ORIFLAME PRODUCTS (STUDY ON STUDENTS OF MANAGEMENT FORCE 2018)

Fitri Indah Sari

*Management Study Program Faculty of
Economi and Business, Universitas Buana Perjuangan Karawang*

This study aims to determine price perceptions and consumer behavior towards purchasing decisions of 2018 Universitas Buana Perjuangan Management Study Program students on Oriflame products. The type of research method is descriptive and verification, with a quantitative approach. The sampling technique used was cluster sampling with 224 student respondents from the 2018 batch of Management Study Program at the University of Buana Perjuangan Karawang. The analytical technique used is path analysis assisted by the SPSS program. Based on the results of the study, it can be concluded that the perception of price partially has a positive and significant effect on purchasing decisions of students of the Management Study Program at the University of Buana Perjuangan Karawang on Oriflame products. Consumer behavior partially has a positive and significant effect on purchasing decisions of students of the Management Study Program at the University of Buana Perjuangan Karawang on Oriflame products. Price perception and consumer behavior have a simultaneous and significant effect on purchasing decisions of students of the Management Study Program at the University of Buana Perjuangan Karawang on Oriflame products.

Keywords: price perception, consumer behavior, purchasing decisions