

ABSTRACT

The development of the retail industry in Indonesia, especially Hypermarkets grew very rapidly. A lot of Hypermarket implement various pricing tactics, which these might impact on consumer knowledge and experience related to the pricing tactics. Conceptually, consumer's pricing tactic knowledge is divided into 2 kinds of knowledge, that are objective knowledge and subjective knowledge. Objective knowledge is defined as accurate knowledge of the persuasive aspects of pricing tactics used by sellers to generate favourable price perceptions regarding they brand, store, and offering. Subjective knowledge reflect an consumer knowledge based on what consumers think they know regarding the persuasive aspects of pricing tactics used by sellers. Experience with pricing tactics is defined as experience gained from encountering pricing tactics and purchases involving pricing tactics.

This study aims to know, analyze, and prove influence between objective pricing tactic persuasion knowledge and subjective pricing tactic persuasion knowledge, and influence consumer's experience with pricing tactics to consumer's objective and subjective knowledge regarding marketer pricing tactics. The research was conducted in Surabaya Carrefour. Data were collected from a sample of 174 Carrefour's customers. The survey was conducted in Golden City Carrefour, Carrefour BG junctions, and Carrefour Ngagel. Analysis method used of this study is a regression method.

The results showed that objective pricing tactic persuasion knowledge and subjective pricing tactic persuasion knowledge have found positive correlation, consumer's age is positivily correlate with consumer's objective pricing tactic persuasion knowledge. Experience with pricing tactics have found positive correlate with consumer's objective and subjective knowledge. Objective pricing tactic persuasion knowledge significantly influence subjective pricing tactic persuasion knowledge. Consumer's age significantly influence consumer's objective pricing tactic persuasion knowledge. Consumer's experience with pricing tactics significantly influence consumer's objective and subjective pricing tactic persuasion knowledge, and the relationship between consumer's objective and subjective pricing tactic persuasion knowledge is weaker when experience is high than when experience is low.

Key works: Pricing tactic, objective pricing tactic persuasion knowledge, subjective pricing tactic persuasion knowledge, experience with pricing tactics.

INTISARI

Perkembangan industri ritel di Indonesia, khususnya *Hypermarket* bertumbuh sangat pesat. Berbagai *Hypermarket* menerapkan bermacam-macam taktik penetapan harga, dimana hal ini berdampak pada pengetahuan dan pengalaman konsumen terkait dengan taktik penetapan harga tersebut. Secara konseptual, pengetahuan konsumen tentang berbagai taktik penetapan harga terbagi menjadi 2, yaitu pengetahuan objektif dan pengetahuan subjektif. Pengetahuan objektif mencerminkan pengetahuan konsumen yang akurat tentang berbagai taktik penetapan harga yang diterapkan oleh pemasar, sedangkan pengetahuan subjektif mencerminkan pengetahuan konsumen tentang berbagai taktik penetapan harga yang didasarkan pada penilaian konsumen secara subjektif. Pengalaman konsumen tentang berbagai taktik penetapan harga terdiri dari pengalaman konsumen dalam melihat dan membeli produk-produk yang ditawarkan dengan taktik penetapan harga.

Penelitian ini bertujuan untuk mengetahui, menganalisis dan membuktikan pengaruh pengetahuan objektif terhadap pengetahuan subjektif konsumen tentang berbagai taktik penetapan harga, serta pengaruh pengalaman konsumen tentang berbagai taktik penetapan harga terhadap pengetahuan objektif dan subjektif konsumen tersebut. Penelitian ini dilakukan di Carrefour Surabaya. Jumlah sampel dalam penelitian ini sebanyak 174 responden, dimana survai dilakukan di Carrefour Golden City, Carrefour BG Junction, dan Carrefour Ngagel. Analisis penelitian yang digunakan adalah metode regresi.

Hasil penelitian menunjukkan bahwa variabel pengetahuan objektif konsumen Carrefour tentang berbagai taktik penetapan harga berpengaruh secara signifikan terhadap pengetahuan subjektif tentang berbagai taktik penetapan harga konsumen tersebut, usia konsumen berpengaruh secara signifikan terhadap pengetahuan objektif konsumen tentang berbagai taktik penetapan harga, pengalaman konsumen tentang berbagai taktik penetapan harga berpengaruh secara signifikan terhadap pengetahuan objektif dan subjektif konsumen, dan pengalaman konsumen tentang berbagai taktik penetapan harga berpengaruh signifikan terhadap hubungan antara pengetahuan objektif dan subjektif konsumen. Hubungan antara pengetahuan objektif dan subjektif konsumen akan semakin lemah dengan adanya pengalaman konsumen tentang berbagai taktik penetapan harga yang tinggi.

Kata kunci: taktik penetapan harga, pengetahuan objektif konsumen tentang berbagai taktik penetapan harga, pengetahuan subjektif konsumen tentang berbagai taktik penetapan harga, pengalaman konsumen tentang berbagai taktik penetapan harga.