

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *price conciousness* dan *sale proneness* terhadap *purchase intention* pada produk makanan roti yang dijual dengan harga diskon sebelum *expired* di Surabaya.

Pengolahan data dilakukan dengan menggunakan *Structural Equation Modeling* (SEM) dengan software AMOS 18. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan jenis *purposive sampling*. Data diperoleh secara langsung dari responden yang memenuhi persyaratan karakteristik populasi melalui proses penyebaran kuesioner. Jumlah sampel yang digunakan dalam penelitian ini berjumlah 150 responden.

Hasil penelitian ini menunjukkan adanya pengaruh positif *price conciousness* terhadap *sale proneness* dan *sale proneness* terhadap *purchase intentions*. Pengaruh *price conciousness* terhadap *purchase intentions* dinyatakan tidak terdukung.

Kata Kunci: *Price Conciousness, Sale proneness, purchase intentions, expiration date-based pricing (EDBP)*

ABSTRACT

This study purpose to identify and analyze the effect of price consciousness and sale proneness to purchase intention in bakery food products that are sold at a discounted price before expired at Surabaya, Indonesia.

This research using Structural Equation Modeling (SEM) with AMOS 18 software. Sampling techniques used in this research are non probability sampling with this type of purposive sampling. Data collected directly from respondents who meet the specified characteristics of the population by distributing questionnaires. The samples used in this study was 150 respondents.

Results of this study indicate a positive effect on the sale price consciousness proneness and sale proneness to purchase intentions. Influence on the purchase price consciousness intentions expressed are not supported.

Keywords: Price Consciousness, Sale proneness, purchase intentions, expiration date-based pricing (EDBP)

