

## INTISARI

Penelitian bertujuan untuk menganalisis dan mengetahui pengaruh dari *product involvement* terhadap *brand loyalty grocery* pada *supermarket* di Surabaya secara langsung maupun secara tidak langsung dengan mediasi dari *price perceptions*.

Pengolahan data penelitian dilakukan dengan *Software IBM SPSS Statistics 22* serta *Lisrel 8.70*. Teknik pengambilan sampel adalah *non-probability sampling* dengan jenis *purposive sampling*. Jumlah sampel pada penelitian adalah sejumlah 215 responden. Responden yang digunakan dalam penelitian adalah responden yang memenuhi karakteristik populasi. Data penelitian diperoleh dari penyebaran kuesioner secara *offline*.

Hasil penelitian menunjukkan bahwa *product involvement*, *value consciosness*, *price consciosness*, *sale proneness*, *coupon proneness*, *price mavenism*, dan *prestige sensitivity* tidak berpengaruh terhadap *brand loyalty*, namun *price-quality schem* berpengaruh positif pada *brand loyalty*. Kemudian, *product involvement* berpengaruh positif terhadap seluruh variabel *price perceptions* pada peran negatif (*value consciosness*, *price consciosness*, *sale proneness*, *coupon proneness*, *price mavenism*) dan positif (*price-quality schema* dan *prestige sensitivity*).

Kata kunci: *Product Involvement*; *Price Perceptions*; *Brand Loyalty*.

## ABSTRACT

*This research purpose is to analyze and know the influence of product involvement to brand loyalty of grocery at supermarket in Surabaya directly or indirectly with mediation of price perceptions.*

*Data processing was conducted using IBM SPSS Statistics 22 and Lisrel 8.70 software. The sampling technique that used is non-probability sampling with purposive sampling type. The number of sample in this research is 215 respondents. Respondents that used in this research are qualify the specified characteristics of the population. Research data is from offline questionnaire.*

*The result of this research that product involvement, value consciousness, price consciousness, sale proneness, coupon proneness, price mavnism, and prestige sensitivity does not influence brand loyalty, but price-quality schema has a positive influence to brand loyalty. Then, product involvement has a positive influence to all price perceptions variable in the negative (value consciousness, price consciousness, sale proneness, coupon proneness, price mavenism) and positive role (price-quality schema and prestige sensitivity).*

**Keywords:** *Product Involvement; Price Perceptions; Brand loyalty*