

## INTISARI

Tujuan penelitian ini adalah untuk menguji pengaruh dari *consumer doubt*, *skepticism*, *familiarity*, *value for money*, *information seeking*, dan *aesthetic design* terhadap *purchase intention* pada produk lokal yang tergolong *low technology innovation product* di Indonesia. Terdapat 7 variabel yang digunakan dalam penelitian ini yaitu *consumer doubt*, *skepticism*, *familiarity*, *value for money*, *information seeking*, *aesthetic design*, dan *purchase intention*. Analisis dalam penelitian ini menggunakan regresi linier berganda. Obyek penelitian ini adalah konsumen *low technology innovation local product*, berjumlah 200 orang.

Pengolahan data menggunakan perangkat lunak PASW Statistic 18 untuk system operasi Windows. Hasil penelitian ini menunjukkan bahwa *consumer doubt*, *skepticism*, *familiarity*, *value for money*, *information seeking*, *aesthetic design* secara simultan berpengaruh signifikan terhadap *purchase intention* pada *low technology innovation local product*. Namun apabila variabel diuji secara parsial, ditemukan bahwa variabel *value for money* tidak berpengaruh terhadap *purchase intention*, sedangkan *consumer doubt* dan *skepticism* berpengaruh signifikan negative terhadap *purchase intention*. *Familiarity*, *information seeking*, *aesthetic design* berpengaruh signifikan positif terhadap *purchase intention*.

Kata kunci : *consumer doubt*, *skepticism*, *familiarity*, *value for money*, *purchase intention*.

## **ABSTRACT**

*The purpose of this study is to examine the effect of consumer doubt, skepticism, familiarity, value for money, information seeking, and aesthetic design towards purchase intention for low technology innovation local product. There are 7 variables uses for these research, those are consumer doubt, skepticism, familiarity, value for money, information seeking, aesthetic design, and purchase intention. This research using quantitative approach with multiple liniear regression method. Data gathered from 200 respondents who bought low technology innovation product in Surabaya.*

*Data processing using software PASW Statistic 18 for Windows. The result of this study indicate that consumer doubt, skepticism, familiarity, value for money, information seeking, and aesthetic design simultaneously have a significant effect on purchase intention towards low technology innovation local product. However, if the variables are tested separately, it is found that consumer doubt and skepticism have a significant negative on purchase intention. Familiarity, information seeking, and aesthetic design have a significant positive on purchase intention. And value for money has insignificant effect on purchase intention.*

*Keywords : consumer doubt, skepticism, familiarity, value for money, purchase intention.*