

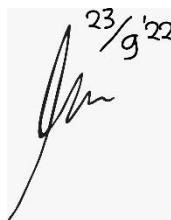
PENERAPAN PRICE DISCOUNT MENURUT PERSEPSI KONSUMEN PADA PERUSAHAAN YOGYA T-SHIRT OMAH OBLONG

Meri Melianti

Abstrak

Penelitian ini bertujuan untuk menganalisis dan mengetahui penerapan *price discount* menurut persepsi konsumen yang melakukan pembelian produk pada perusahaan Yogyakarta T-Shirt Omah Oblong. Penarikan sampel pada Penelitian ini menggunakan Metode *purposive sampling* dimana metode tersebut ditentukan menggunakan sampel yang akan dipilih untuk penelitian berdasarkan kriteria-kriteria tertentu berdasarkan *judgment* atau *quota* tertentu. Sampel pada penelitian ini sebanyak 96 responden. Hasil dari penelitian ini menunjukkan nilai rata-rata hitung pada indikator besarnya potongan harga sebesar 4.23 termasuk kategori Sangat Setuju, indikator masa potongan harga sebesar 4.30 termasuk kategori Sangat Setuju dan indikator jenis produk yang mendapatkan potongan harga dengan nilai sebesar 4.20 termasuk Setuju.

Kata Kunci: *Potongan Harga (Price Discount)*



23/9'22

A handwritten signature in black ink, appearing to be "Meri Melianti", is written over a light gray rectangular background. Above the signature, the date "23/9'22" is handwritten in a smaller, slanted font.

**IMPLEMENTATION OF PRICE DISCOUNT ACCORDING TO CONSUMER
PERCEPTION AT YOGYA T-SHIRT OMAH OBLONG COMPANY**

Meri Melianti

Abstract

This study aims to analyze and determine the application of price discounts according to consumer perceptions who make product purchases at the Yogyo T-Shirt Omah Oblong company. Sampling in this study used a purposive sampling method where the method was determined using a sample to be selected for research based on certain criteria based on certain judgments or quotas. The sample in this study were 96 respondents. The results of this study indicate the average value for the indicator of the size of the discount is 4.23 including the Strongly Agree category, the discount period indicator of 4.30 including the Strongly Agree category and the indicator of the type of product that gets a discount with a value of 4.20 including Agree.

Keyboard:Price Discount