

ANALISIS PERCEIVED VALUE PADA PT DAMAI INDO PROPERTI YOGYAKARTA

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Abstrak

Penelitian ini dilakukan di PT Damai Indo Properti Yogyakarta. Tujuan dari penelitian ini adalah untuk mengetahui analisis *perceived value* pada PT Damai Indo Properti Yogyakarta. Responden yang digunakan adalah konsumen PT Damai Indo Properti Yogyakarta. Terdapat empat dimensi *perceived value* yaitu nilai kualitas, nilai emosional, nilai harga, dan nilai sosial. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel sebanyak 43 responden dan analisis data menggunakan uji validitas, reliabilitas, garis kontinum dan *arithmetic mean*. Berdasarkan hasil pengolahan data dalam penelitian ini dinyatakan valid dan reliabel dilihat dari uji validitas r hitung $> 0,308$ dan nilai *Cronbach's Alpha* 0,888 lebih besar daripada 0,60. Hasil dari penelitian ini menunjukkan bahwa dimensi nilai kualitas memiliki persentase skor sebesar 79,8% dengan nilai rata-rata sebesar 5,59, dimensi nilai emosional memiliki persentase skor sebesar 81,8% dengan nilai rata-rata sebesar 5,71, dimensi nilai harga memiliki persentase skor sebesar 76,6% dengan nilai rata-rata sebesar 5,37 dan dimensi nilai sosial memiliki persentase skor sebesar 78,3% dengan nilai rata-rata sebesar 5,48. Dimensi nilai emosional memiliki nilai tertinggi pada hasil penelitian ini.

Kata Kunci: *Perceived Value, Performance Value, Emotional Value, Value for Money, Social Value.*



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Abstract

This research was conducted at PT Damai Indo Properti Yogyakarta. The purpose of this study was to determine the analysis of perceived value at PT Damai Indo Properti Yogyakarta. The respondents used were consumers of PT Damai Indo Properti Yogyakarta. There are four dimensions of perceived value, namely quality value, emotional value, price value, and social value. The sampling technique used was purposive sampling with a total sample of 43 respondents and data analysis used validity, reliability, continuum line and arithmetic mean tests. The results of data processing in this study were declared valid and reliable, seen from the validity test of r count > 0.308 and the Cronbach's Alpha value of 0.888 was greater than 0.60. The results of this study indicate that the quality value dimension has a score percentage of 79.8% with an average value of 5.59, the emotional value dimension has a score percentage of 81.8% with an average value of 5.71, the value dimension Price has a score percentage of 76.6% with an average score of 5.37 and the social value dimension has a score percentage of 78.3% with an average score of 5.48. The emotional value dimension has the highest value in the results of this study.

Keyword: Perceived Value, Performance Value, Emotional Value, Value for Money, Social Value.