

PENGARUH PERSEPSI KONSUMEN TERHADAP PENGAMBILAN KEPUTUSAN PEMBELIAN PRODUK SUSU MURNI BEAR BRAND PADA MASA PANDEMI COVID-19

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ABSTRAK

Pola hidup masyarakat pada masa pandemi covid-19 mengalami perubahan ke sisi baik dengan mengkonsumsi makanan serta minuman yang menyehatkan. Konsumsi menyehatkan ialah dengan mengkonsumsi susu murni yang bermanfaat guna meningkatkan daya imun tubuh. Beragamnya produk olahan susu murni di Indonesia membuat konsumen memiliki banyak pilihan dalam menentukan produk susu yang dipilih. Salah satu produk yang menjadi pilihan yaitu susu bear brand. Berdasarkan data, jumlah penjualan susu bear brand mengalami peningkatan dari tahun sebelumnya sebesar 4,5%. Keputusan konsumen untuk membeli susu murni bear brand dapat dipengaruhi oleh persepsi konsumen. Penelitian ini bertujuan untuk mengetahui pengaruh persepsi konsumen terhadap pengambilan keputusan pembelian pada masa pandemi covid-19. Teori yang digunakan untuk skala persepsi konsumen ialah teori dari Schiffman dan Kanuk (2008), skala keputusan pembelian menggunakan teori dari Firmansyah (2018). Metode penelitian yang digunakan adalah metode kuantitatif. Penelitian ini menggunakan 87 subjek yang merupakan konsumen susu bear brand selama pandemi covid-19 dengan rentang usia 19 hingga 25 tahun. Teknik pengambilan sampel menggunakan teknik non probability sampling. Teknik analisis data menggunakan analisis regresi linier sederhana. Hasil penelitian menunjukkan bahwa persepsi konsumen susu bear brand pada masa pandemi pada kategori sedang. Hasil uji linier sederhana menunjukkan bahwa persepsi konsumen terhadap pengambilan keputusan pembelian susu bear brand pada masa pandemi covid-19 memiliki nilai signifikansi $0,000 < 0,05$ sehingga H_0 diterima. Artinya, terdapat pengaruh yang signifikan persepsi konsumen terhadap pengambilan keputusan pembelian susu bear brand pada masa pandemi covid-19. Pada sumbangan efektif terdapat 63% persepsi konsumen terhadap pengambilan keputusan pembelian.

Kata Kunci: Keputusan Pembelian, Persepsi Konsumen, Susu Bear Brand

THE INFLUENCE OF CONSUMER PERCEPTIONS ON PURCHASING DECISIONS FOR BEAR BRAND PURE MILK PRODUCTS DURING THE COVID-19 PANDEMIC

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ABSTRACT

During the Covid-19 pandemic, people's lifestyles experienced changes to the good side by consuming healthy food and drinks. Healthy consumption is by consuming pure milk which is beneficial to increase the body's immune power. The variety of processed pure dairy products in Indonesia makes consumers have many choices in determining which milk product to choose. One of the products of choice is bear brand milk. Based on the data, the number of sales of bear brand milk has increased from the previous year by 4.5%. The consumer's decision to buy bear brand pure milk can be influenced by consumer perceptions. This study aims to determine the effect of consumer perceptions on purchasing decision making during the Covid-19 pandemic. The theory used for the consumer perception scale is the theory from Schiffman and Kanuk (2008), while the purchase decision scale uses the theory from Firmansyah (2018). The research method used is a quantitative method. This study used 87 subjects who were consumers of bear brand milk during the Covid-19 pandemic with an age range of 19 to 25 years. The sampling technique uses a non-probability sampling technique. Data analysis technique using simple linear regression analysis. The results of the study showed that consumers' perceptions of bear brand milk during the pandemic were in the moderate category. The results of a simple linear test show that consumer perceptions of making decisions to purchase bear brand milk during the Covid-19 pandemic have a significance value of $0.000 < 0.05$ so that H_0 is accepted. This means that there is a significant influence on consumer perceptions on purchasing decisions for bear brand milk during the Covid-19 pandemic. In the effective contribution there is 63% of consumer perceptions of purchasing decision making.

Keywords: *Purchasing Decisions, Consumer Perception, Bear Brand Milk*