


PENGARUH *PERCEIVED VALUE*, *SOCIAL INFLUENCE*, DAN *PRICE SENSITIVITY* TERHADAP KEPUTUSAN PEMBELIAN PRODUK *CUSTOM HAMPERS & CAKE* DALAM RITEL OMNICHANNEL

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *perceived value*, *social influence*, dan *price sensitivity* terhadap keputusan pembelian produk *custom hampers & cake* dalam ritel *omnichannel* di Daerah Istimewa Yogyakarta. Metode yang digunakan adalah pendekatan kuantitatif dengan teknik survei terhadap 100 responden usia produktif (15–64 tahun) yang memiliki pengalaman berbelanja *hampers & cake* secara online maupun offline. Sampel dipilih secara *purposive sampling*, dan instrumen penelitian disusun menggunakan skala Likert 1–5. Analisis data dilakukan dengan regresi linier berganda menggunakan SPSS versi 26. Hasil penelitian menunjukkan bahwa secara parsial maupun simultan ketiga variabel independen *perceived value*, *social influence*, dan *price sensitivity* berpengaruh positif dan signifikan terhadap keputusan pembelian. Nilai *Adjusted R²* sebesar 0.857 mengindikasikan bahwa 85.7% variasi keputusan pembelian dijelaskan oleh model, sementara 14,3% dipengaruhi oleh faktor lain di luar penelitian.

Kata Kunci: *Perceived Value, Social Influence, Price Sensitivity, Keputusan Pembelian, Ritel Omnichannel*

12/11/25


**THE INFLUENCE OF PERCEIVED VALUE, SOCIAL INFLUENCE, AND
PRICE SENSITIVITY ON PURCHASING DECISIONS OF CUSTOM
HAMPERS & CAKE PRODUCTS IN OMNICHANNEL RETAIL**

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Abstract

This study aims to analyze the influence of perceived value, social influence, and price sensitivity on purchasing decisions of custom hampers & cake products within the omnichannel retail context in the Special Region of Yogyakarta. A quantitative approach was employed using a survey method involving 100 respondents aged 15–64 years who had experience purchasing hampers & cakes both online and offline. The sample was selected through purposive sampling, and the research instrument was constructed using a 5-point Likert scale to measure respondents' level of agreement with each statement. Data analysis was conducted using multiple linear regression with SPSS version 26. The results indicate that both partially and simultaneously, the three independent variables perceived value, social influence, and price sensitivity have a positive and significant effect on purchasing decisions. The Adjusted R² value of 0.857 indicates that the model explains 85.7% of the variation in purchasing decisions, while the remaining 14.3% is attributed to factors outside the scope of this study.

Keywords: *Perceived Value, Social Influence, Price Sensitivity, Purchasing Decision, Omnichannel Retail*