

PENGARUH PRODUCT INVOLVEMENT, PRODUCT KNOWLEDGE DAN PERCEIVED VALUE TERHADAP PURCHASE INTENTION (KASUS: PRODUK SUSU ULTRAMILK)

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Current situation on a market characterized by continuous intensifying pressure of globalization, strengthening intensity of competition, introducing wide diversity and range of product offer, increasing pressure and influence of media, rapid booming of new technologies or supporting free flow information and knowledge has put a consumer into the position of major decisive and element of market and then in the worst competitive market the consumer products manufacturing industries pay attention on customer purchase intention for maintain their reputa in market and enhanced their goodwill. Therefore, it is important to study factors stimulating and influencing customers when purchasing milk products. The aim of this paper is to observe and analyze the effect of product involvement, product knowledge and perceived value towards purchase intention in milk products especially Ultramilk. The result showed that product involvement positively and significantly affect to product knowledge, perceived value and purchase intention directly and perceived value have positively and significantly affect to purchase intention but for product knowledge no have significantly affect to purchase intention but product knowledge have significantly affect to perceived value which perceived value have positive affect to purchase intention.

Keywords: product involvement, product knowledge, perceived value, product, and purchase intention, marketing.