

PENGARUH PRICE CONSCIOUSNESS, SALE PRONENESS DAN PRODUCT
QUALITY TERHADAP PURCHASE INTENTION
(KASUS: PADA PRODUK MAKANAN ROTI YANG DIJUAL DENGAN HARGA
DISKON SEBELUM EXPIRED DI JAKARTA BARAT)

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The economic growth in Indonesia is experiencing a continual decrease annually which causes consumers to reduce and save the amount of daily product being purchase including perishable food products consumers who are willing to buy products that are nearly exceeding the expiry dates / EDBP, are granted with lower costs this research is make to further explain about the factors affecting price consciousness, sale proneness and product quality on purchase intention towards EDBP (Expiration datebased priced) for Bread's consumers In West Jakarta. The analytic data system using smartPLS (Partial least square).

This study collected 158 data of consumers, are involved in this research as samples that have purchase nearly expired products. Sampling systems that is used is known as the non probability sampling. In conclusion it is proven that there are several effects affecting price consciousness, sale proneness, Product Quality on purchase intention towards EDBP (Expiration date-based priced) to consumers.

Keywords: Price Conciousness, Sale Proneness, Product Quality, Purchase Intention, EDBP