

**Hubungan antara Persepsi terhadap Harga dengan Intensi Membeli Produk Kosmetik Kemasan *Bundling* pada Mahasiswa Fakultas Psikologi Universitas Diponegoro**

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**ABSTRAK**

Mahasiswa merupakan individu yang memiliki keterlibatan tinggi di lingkungan sosial, namun secara finansial masih bergantung pada uang saku dari orangtua. Produk kosmetik kemasan *bundling* memberikan penawaran berupa kuantitas produk lebih banyak diiringi harga yang lebih murah dibandingkan membeli produk-produk tersebut secara terpisah. Penelitian ini bertujuan untuk menguji hubungan antara persepsi terhadap harga dengan intensi membeli produk kosmetik kemasan *bundling* pada mahasiswa Fakultas Psikologi Universitas Diponegoro. Subjek penelitian sebanyak 172 mahasiswa aktif Fakultas Psikologi Universitas Diponegoro yang sesuai dengan kriteria penelitian, dipilih dengan teknik *accidental sampling*. Metode pengumpulan data dilakukan dengan skala persepsi terhadap harga (24 butir,  $\alpha = 0,940$ ) dan skala intensi membeli (16 butir,  $\alpha = 0,891$ ). Analisis data dilakukan dengan teknik non-parametrik *Spearman's Rho*. Hasil pengujian menunjukkan bahwa terdapat hubungan yang positif signifikan antara persepsi terhadap harga dengan intensi membeli ( $r_{xy} = 0,616$ ,  $p=0,000$ ). Semakin positif persepsi terhadap harga, maka semakin tinggi intensi membeli. Sebaliknya semakin negatif persepsi terhadap harga, maka semakin rendah intensi membeli.

**Kata kunci:** persepsi terhadap harga, intensi membeli, mahasiswa, kosmetik *bundling*

# **Relationship Between Perception of Price with Purchase Intention of Cosmetic Product in Bundling Package on Faculty of Psychology Students at Diponegoro University**

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## **ABSTRACT**

College students are individuals who have high involvement in the social environment, but are still dependent financially to their parents' allowance. Cosmetic product in bundling package offers more quantity of product accompanied by a cheaper price compared to purchasing those products separately. This study aims to examine the relationship between perception of price with purchase intention of cosmetic product in bundling package on Faculty of Psychology students in Diponegoro University. The research samples were 172 active students of the Faculty of Psychology in Diponegoro University who met the criteria, which was selected through accidental sampling technique. The method of collecting data is through the Perception of Price Scale (24 aitems,  $\alpha = 0,940$ ) and the Purchase Intention Scale (16 aitems,  $\alpha = 0,891$ ). Data analysis was performed using Spearman's Rho non-parametric technique. The result of this study revealed that perception of price was significantly correlated with purchase intention ( $r_{xy} = 0,616$ ,  $p=0,000$ ). The more positive the perception of price, the higher the purchase intention, and vice versa, the more negative the perception of price, the lower the purchase intention.

**Key words:** perception of price, purchase intention, college student, bundle cosmetic