

ABSTRAK

PENGARUH *PRICE-QUALITY PERCEPTION* DAN *SMART SHOPPER SELF-PERCEPTION* TERHADAP *BEHAVIORAL INTENTION* MELALUI *DISCOUNT SALES PROMOTION* (STUDI PADA PRODUK SKINTIFIC INDONESIA)

Oleh

M. Fahrudin

Pertumbuhan industri skincare premium di Indonesia menuntut strategi pemasaran yang mampu mempertahankan loyalitas konsumen, salah satunya melalui diskon. Penelitian ini bertujuan untuk menganalisis pengaruh *Price-quality perception* dan *Smart shopper self-perception* terhadap *behavioral intention* dengan *Discount sales promotion* sebagai variabel mediasi pada konsumen Toko Offline Skintific. Penelitian ini menggunakan pendekatan kuantitatif dengan data primer yang dikumpulkan melalui penyebaran kuesioner online kepada 260 responden yang dipilih melalui teknik *purposive sampling*. Responden adalah konsumen yang telah melakukan pembelian di Toko Offline Skintific dan memenuhi kriteria pengalaman langsung terhadap produk. Teknik pengumpulan data dilakukan melalui kuesioner, dokumentasi, dan studi kepustakaan. Analisis data menggunakan *Structural Equation Modeling - Partial Least Square* (SEM-PLS) dibantu dengan *software* SmartPLS 4.1.0.9. Hasil penelitian menunjukkan bahwa *Price-quality perception* tidak berpengaruh langsung terhadap *behavioral intention*, namun berpengaruh signifikan terhadap *Discount sales promotion*. *Smart shopper self-perception* terbukti berpengaruh signifikan baik terhadap *behavioral intention* maupun *Discount sales promotion*. Selanjutnya, *Discount sales promotion* memiliki pengaruh signifikan terhadap *behavioral intention* dan memediasi hubungan antara kedua variabel persepsi tersebut terhadap niat beli. Temuan ini menegaskan pentingnya strategi promosi diskon yang efektif dalam memperkuat citra premium dan membangun loyalitas konsumen Skintific di tengah persaingan pasar yang kompetitif.

Kata Kunci: *Price-quality perception*, *Smart shopper self-perception*, *Discount sales promotion*, *behavioral intention*

ABSTRACT

THE INFLUENCE OF PRICE-QUALITY PERCEPTION AND SMART SHOPPER SELF-PERCEPTION ON BEHAVIORAL INTENTION THROUGH DISCOUNT SALES PROMOTION (STUDY ON PRODUCTS SKINTIFIC INDONESIA)

By

M. Fahrudin

The growth of the premium skincare industry in Indonesia requires a marketing strategy that is able to maintain consumer loyalty, one of which is through discounts. This study aims to analyze the effect of Price-quality perception and Smart shopper self-perception on behavioral intention with Discount sales promotion as a mediating variable for consumers of Skintific Offline Stores. This study uses a quantitative approach with primary data collected through distributing online questionnaires to 260 respondents selected through purposive sampling technique. Respondents are consumers who have made purchases at Skintific Offline Stores and meet the criteria for direct experience with the product. Data collection techniques were carried out through questionnaires, documentation, and literature studies. Data analysis using Structural Equation Modeling - Partial Least Square (SEM-PLS) assisted by SmartPLS 4.1.0.9 software. The results showed that Price-quality perception has no direct effect on behavioral intention, but has a significant effect on Discount sales promotion. Smart shopper self-perception is proven to have a significant effect on both behavioral intention and Discount sales promotion. Furthermore, Discount sales promotion has a significant effect on behavioral intention and mediates the relationship between the two perception variables on purchase intention. This finding confirms the importance of effective discount promotion strategies.

Keywords: *Price-quality perception, Smart shopper self-perception, Discount sales promotion, Behavioral intention*