

ABSTRAKSI

Penelitian ini membahas pengaruh *sales promotion* dalam bentuk harga diskon terhadap pembelian impulsif melalui *perceived value* sebagai variabel perantara dalam maskapai AirAsia di Indonesia. Dalam setiap pembelian tiket promo, maskapai ini menekankan pada periode promosi yang singkat dan jangka waktu yang panjang antara periode pembelian sampai pada periode pemakaian tiket. Kondisi ini menimbulkan pertanyaan apakah kegiatan promosi yang dilakukan AirAsia dapat menyebabkan perubahan perilaku pembelian tiket menjadi pembelian impulsif.

Dengan menggunakan metode kualitatif FGD dan kuantitatif kuisisioner, penelitian ini menggali jawaban dari 200 responden dengan *judgemental sampling technique*. Setiap responden mendapatkan beberapa pertanyaan mengenai sikap mereka terhadap harga diskon, *perceived value*, dan pembelian impulsif. Hasilnya kemudian dianalisis menggunakan SPSS 17.0

Hasil penelitian menunjukkan bahwa dalam kasus AirAsia di Indonesia, kegiatan promosi perusahaan (dalam bentuk *price discount*), dapat mempengaruhi terjadinya pembelian tiket secara impulsif melalui perantara *perceived value*. Selain itu, ditemukan pula sebuah kerangka pemikiran baru yang menyatakan adanya pengaruh langsung harga diskon terhadap pembelian impulsif tanpa melalui *perceived value*.

Kata kunci : harga diskon, *perceived value*, pembelian impulsif, AirAsia Indonesia

ABSTRACTION

This research discusses about the effect of sales promotion in form of price discount to impulsive buying through perceived value as an intermediary variable within AirAsia airline in Indonesia. In every purchase of promotion ticket, this company emphasized in short term promotion period and long term period between the purchasing day and the flight day. This condition leads into a question whether the promotional activities conducted by AirAsia will cause changes in purchasing ticket behavior to impulsive purchase.

Using qualitative FGD and quantitative questionnaire method, this research explores answers from 200 valid respondents by judgmental sampling technique. Each respondent get some questions about their attitude toward price discount, perceived value, and impulsive buying. Results are analyzed using SPSS 17.0.

The findings of the research show that in the case of AirAsia in Indonesia, company's promotional activities (in form of price discount) will affect the occurrence of purchasing ticket impulsively through perceived value. Moreover, this research also found a new frame of mind which states that there is a direct effect of price discount towards impulsive buying without the existence of perceived value.

Keywords : price discount, perceived value, impulsive buying, Indonesia AirAsia