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THE EFFECT OF EXPERIENCE OF SHOPPING AND PERCEPTION OF PRICE ON PERCEPTION OF QUALITY AND PERCEPTION OF VALUE : A CASE STUDY IN SHOPPING CENTER OF MALL PARAGON SOLO, CENTRAL JAVA

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Abstract. The research aims to the effect of experience of shopping and perceived of price on perceived of quality and perceived of value in the shopping center in Mall Paragon Solo, central Java, Indonesia. The collecting data was questionnaires and observations. The sampling was used an accidental sampling of nonprobability sampling technique. The analysis of data using regression. The results of research were (1) the experience of shopping has a negative effect and insignificant on perception of quality, (2) the perception of prices has a negative effect and insignificant on perception the quality, (3) the experience of shopping has a positive effect and significant on perception of value, and (4) the perception of prices has a positive effect and significant impact on perception of value as well as (5) the perception of quality has a negative effect and insignificant on perception of value.

Keywords: Experience of Shopping, Perception of Price, Perception of Quality, Perception of Value

I. INTRODUCTION

A. Background

Perceived value is one of the strongest and fundamental marketing approaches for any product or service. It is a matter of opinion and it is completely in the consumer's kingdom. It is defined as the consumer's overall assessment of the utility of a product based upon the perceptions of "what is received and what is given". This definition shows a clear relation of price and quality wherein perceived quality involves consumer judgement about the extent of superiority of the product [1].

The concept of customer value has also drawn increasing attention from both industry executives and marketing academics as a barometer of long-term business performance [2],[3]. Many the shops, has caused consumers have to choose and

determine place to shop proper and economically. One factor that emerges is about the perception of value in business with the product is the role of experience shopping. The consumer perceptions of price, quality, and value are considered as core determinants in analyzing shopping behaviour of consumer and choice of a product [4].

The determined that the obtained consumers from shop in a shop certain specified by quality, experience shopping and prices [5]. Dodds and Monroe gave an overview of the relationship between price, quality, and value and found that price has stronger effect on value only when price is present as a cue. Quality and value as cognitive responses to a service experience while satisfaction is an emotional response [6]. The research about consumer behavior is inconsistency between positive and negative results. The research of work available on price, quality and

value relationship where some studies show positive relationship among these constructs [7],[8],[9],[10],[11] regarding services and food products but [12],[13],[14] showed negative relationship among aforesaid constructs with respect to services as well as products.

Perception of consumers on a low price has caused consumers assumes that price means the quality of their products less well, or if a high price so good quality. The quality is relatively, this means that the quality of can be felt after the purchase process one of the shopping centers in the City of Solo, Mall Paragon in its efforts to enhance visitors transact purchase, need to know the perception related to the shopping center, so that it can be done steps as attempt to anticipate competition between shopping center and to increasing perceived value of consumer.

B. Problems of Study

1. Do experience of shopping and perception price effect on perceptual the quality?
2. Do experience of shopping and perception price effect on perceptual value?
3. Do experience of shopping and perception price effect on perceptual value and perception the quality?

C. Objectives of Study

The purpose of research is to analyze:

- a. The effect of experience of shopping on perception prices at shopping center at Mall Paragon Solo.
- b. The effect of experience of shopping and perception of price on perception of quality on shopping center at Mall Paragon Solo.
- c. The effect of experience of shopping, perception of prices and perception of quality on perception of value on shopping center at Mall Paragon Solo.

D. Contributions of Study

This research can be beneficial for:

- a. This research could further insight information to shopping centers to better understand the behavior of the consumers in do purchases in online stores. Shopping centers can creates an environment positive shopping by various

forms a display and improve services. This can influence consumers to shop and activities of a pleasant shopping. The influence of shopping experience, perception of price and perceptions from the perception of the quality of value, then be used as an ingredient of consideration in making decisions in the future in order to improve the consumer perception of value.

- b. To improve their knowledge, experience and insight in the management of marketing and practice of marketing in the field.
- c. To add perspectives and literature in the development of science especially management of human resources

II. METODE

Methods used is the method survey, with a population of is types of buyers in shopping center of Mall Paragon Solo. The sample was 100 people consumers Mall Paragon Solo and to determine attitude consumers for each consumer perceptions in this research used Scale Likert. The data using technique accidental sampling, that was spreading quisioner in visitors mall who researchers found. The implementation of data collection, the spread and the withdrawal of sample be implemented within a period 2 (two months) in April 2015-May 2015. In this case is the definition of operational:

- a. Perception of quality (Y1) is consumer perceptions against a whole quality or excellence a product or services relating to what is expected by the consumer.
- b. Perception of value (Y2) is perception value of a product is a perception that involves functional on benefits consumers. The value is crucial to a brand.
- c. Experience of shopping (X1) is a function of an atmosphere of a shop, habits as well as the services related to customers, that is all indicators from the notion of existing single in the idea of the consumer [15].
- d. Perception of prices (X2) is the relatively that must be paid for the consumers obtain products or services he wants. The positive and negative price find individual differences in response to the extent to which the each of the seven

dimensions sensitivity prices and concluded that the differences individuals are strongly influence the behavior of purchase [16].

In this research, technique data analysis with regression analysis. The testing the truth of this hypothesis use the regression coefficient in partial or test t with the formula as following [17]. The formula of research as follow:

$$\text{Formula 1 : } Y_1 = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \epsilon_1$$

$$\text{Formula 2 : } Y_2 = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon_2$$

Explanation :

$\beta_1, \beta_2, \beta_3$ = Coefisient of regression

Y_1 = Perception of Quality

Y_2 = Perception of Value

X_1 = Experince of Shopping

X_2 = Perception of Value

ϵ = error

III. RESULT AND DISCUSSION

1. Instrument Testing

Table 1. Result of Correlation Testing "Experince of Shopping (X_1)"

Items of Question	r_{count}	r_{table}	Remarks
X1_1	0.600	0.195	Valid
X1_2	0.531	0.195	Valid
X1_3	0.608	0.195	Valid
X1_4	0.521	0.195	Valid
X1_5	0.646	0.195	Valid
X1_6	0.607	0.195	Valid

Source: Primary Data, 2015

Correlation items question of variable in that it has value r account larger than r table question is an item being valid in clarifying of that variable.

Table 2. Result of Correlation Testing "Perception of Price" (X_2)

Items of Question	r_{count}	r_{table}	Remarks
X2_1	0.505	0.195	Valid
X2_2	0.434	0.195	Valid
X2_3	0.633	0.195	Valid
X2_4	0.506	0.195	Valid

Source: Primary Data, 2015

Table 3. Result of Correlation Testing "Perception of Quality" (X_3)

Items of Question	r_{count}	r_{table}	Remarks
X3_1	0.434	0.195	Valid
X3_2	0.660	0.195	Valid
X3_3	0.544	0.195	Valid
X3_4	0.546	0.195	Valid
X3_5	0.370	0.195	Valid
X3_6	0.400	0.195	Valid

Source: Primary Data, 2015

Table 4. Result of Correlation Testing "Perception of Value" (Y/Y_2)

Items of Question	r_{count}	r_{table}	Remarks
Y_1	0.603	0.195	Valid
Y_2	0.661	0.195	Valid
Y_3	0.664	0.195	Valid
Y_4	0.695	0.195	Valid
Y_5	0.663	0.195	Valid
Y_6	0.611	0.195	Valid
Y_7	0.609	0.195	Valid

Source: Primary Data, 2015

Table 5. Result of Reliability Test

Variable	Cronbach's Alpha (r_{alpha})	Criteria	Remarks
Experince of Shopping (X_1)	0,817	Alpha cronbach > 0,60 is reliable	Reliable
Perception of Price (X_2)	0,713		Reliable
Perception of Quality (X_3)	0,751		Reliable
Perception of Value (Y)	0,866		Reliable

Source: Primary Data, 2015

2. Result of Linierity Test

Table 6. Result of Linierity Test

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	,04	,002	-,029	2,04486513

- a. Predictors: (Constant), Perception of Quality Experince of Shopping, Perception of Price

3. Path Analysis

Table 7. Result of Regression 1 Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	26,014	1,388		18,744	,000
Experince of Shopping	,156	,089	,283	1,758	,082
Perception of Price	-,231	,144	-,259	-1,605	,112

- a. Dependent Variable, Perception of Quality

$$Y_1 = 0,283 X_1 - 0,259 X_2 + \epsilon_1 \rightarrow$$

$$Y_1 = 0,283X_1 - 0,259X_2 + \epsilon_1$$

$$\text{Sig} = (0,082) \quad (0,112)$$

Table 8. Result of Regression 2 Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,705	2,903		,932	.,354
Experience of Shopping	,772	,088	,720	8,770	,000
Perception of Price	,315	,142	,182	2,223	,029
Perception of Quality	,047	,099	,024	,480	,632

a. Dependent Variable, Perception of Value
 $Y_2 = 0,720 X_1 + 0,182 X_2 + 0,024 Y_1 + \epsilon_2$
 Sig = (0,000) ** (0,029) ** (0,632)

4. Result of F Test

Table 9. Result of F Test 1 ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	14,266	3	7,133	1,611	,205 ^a
Residual	429,374	97	4,427		
Total	443,640	99			

a. Predictors: (Constant), Perception of Price, Experience of Shopping
 b. Dependent Variable: Perception of Quality

Table 10. Result of F Test 2 ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1269,750	3	423,250	101,022	,000 ^a
Residual	402,210	96	4,190		
Total	1671,960	99			

a. Predictors: (Constant), Perception of Quality, Perception of Price, Experience of Shopping
 b. Dependent Variable: Perception of Value

5. Result of Hipotesis Partial Test (Uji t)

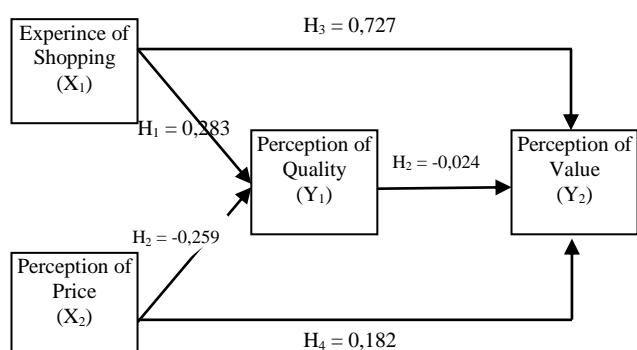


Fig. 1. Result of Hipotesis Partial (Uji t)

- Hypothesized 1: the experience of shopping has a negative effect and insignificant on perception of quality.
- Hypothesized 2: the perception of prices has a negative effect and insignificant on perception the quality.
- Hypothesized 3: the experience of shopping has a positive effect and significant on perception of value.
- Hypothesized 4: the perception of prices has a positive effect and significant on perception of value.
- Hypothesized 5: the perception of quality has a negative effect and insignificant on perception of value.

The calculation on performed with statistical analysis to 100 respondents with a questionnaire that produce results test the regression equation is first and second the effect on experience shopping 0,283 while influence perception price -0,259 if it multiplied = 0,733. The results of the study stated that:

The first, based on the calculation on the calculation on obtained value of $t_{\text{account}} = 0,727 > t_{\text{table}} = 0,182$ and significance was 0,000 at $\alpha = 0.05$, thus H_0 was rejected, so experience of shopping has a positif effect and significant on perception of value in Mall Paragon Solo. The calculation on obtained value of $t_{\text{account}} = 0,864 > t_{\text{table}} = 0,745$ and significance was 0,003 at $\alpha = 0.05$, thus H_0 was rejected so perception of price has a positive effect and significant on perception of value in Mall Paragon Solo.

The second, based on the calculation on obtained value of $t_{\text{account}} = 0,076 > t_{\text{table}} = 0,455$ and significance was 0,001 at $\alpha = 0.05$, thus H_0 was rejected so perception of quality has a positive effect and significant on perceived of value in Mall Paragon Solo.

The third, based on value of F obtained test value of $t_{\text{account}} = 1,611 > t_{\text{table}} = 0,205$ and significance at value of 0,000 at $\alpha = 0.05$, it hence H_0 rejected so there are significant and influence

between shopping experience, perception prices and perception of quality towards perception of value in Mall Paragon Solo.

The fourth that experience of shopping, perception of price and perception of quality has positive effect and significantly on perception of value on shopping center in Mall Paragon Solo, can be accepted. The finding is supported by

Based on the calculation of value the results of the coefficients determined equation first adjusted R square (*Adjusted R²*) was 0,032. From the these calculations can be concluded that the model be used variables free contributed of 32% on variables bound, while of 68% was influenced by a factor of other than variable the treatment, perception brand, perception profit or others. While value of adjusment R square (*Adjusted R²*) at the supermarket determinant of 0,777, and 77,7% on variables bound, while of 22.3% was suppose perception brand, perception profit or others.

IV. Conclusion

1. Experience of shopping has a positive effect and significant on perception of quality, while perception of prices has a negative effect and significant on perception the quality, it means the higher value of positive the more higher the effect of their, but if value of negative was getting smaller or do not affect.
2. Experience of shopping and perception of prices has a positive effect and significant on perception of value, that means that experience shopping and perception price someone very large their influence on perception value of a goods.
3. Experience of shopping, perception of prices and perception of value has a positive effect and significant on perception of quality, that means that experience of shopping someone, perception of prices and perception of value very large their influence on perception of quality.

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