

PENGARUH *PERCEIVED BENEFIT* DAN *PERCEIVED SACRIFICE* TERHADAP *PERCEIVED CUSTOMER VALUE* (STUDI EMPIRIS PADA PENGGUNA *APPLE MACBOOK* DI KOTA PADANG)

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INTISARI

Salah satu merek perangkat teknologi yang berbasis multimedia di Amerika Serikat adalah *Apple*. Merek berbasis teknologi dikenal sebagai merek yang image dan reputasi yang begitu tinggi sehingga produk yang mereka hasilkan dijual dengan tarif harga yang tinggi. Produk *Apple* yang paling dikenal adalah *Iphone series* hingga *Macbook* dengan basis operasional yang relatif berbeda dengan *Microsoft*. Hingga saat ini peredaran dan pemasaran *Macbook* terus berkembang dan telah menjangkau wilayah pemasaran yang luas di seluruh dunia. Salah satu wilayah pemasaran yang potensial adalah Indonesia pada umumnya dan Kota Padang pada khususnya (Zakaria, 2017)

Penelitian ini bertujuan untuk membuktikan dan menganalisis pengaruh *perceived benefit* dan *perceived sacrifice* terhadap *perceived customer value* pada pengguna *Apple Macbook* di Kota Padang. Pada penelitian ini digunakan beberapa orang pengguna *Apple Macbook* di Kota Padang yang dipilih secara random. Pada penelitian ini dikelompokkan dua jenis variabel yaitu variabel eksogen terdiri dari *perceived usefulness*, *perceived playfulness*, *perceived price*, dan *perceived easy of use*. Variabel kedua adalah endogen yaitu diukur dengan *perceived customer value*.

Alat analisis yang digunakan untuk membuktikan kebenaran hipotesis adalah SEM (Structural Equation Model) yang diolah dengan menggunakan SmartPLS. Hasil pengujian hipotesis ditemukan bahwa *perceived usefulness* tidak berpengaruh signifikan terhadap *perceived customer value*, sedangkan *perceived playfulness*, *perceived price* dan *perceived easy of use* berpengaruh signifikan terhadap *perceived customer value* pada pengguna *Apple Macbook* di Kota Padang. Hasil yang diperoleh menunjukkan bahwa kemudahan memainkan produk, persepsi harga dan kemudahan dalam menggunakan berpengaruh terhadap nilai atau manfaat yang dirasakan pengguna *Apple Macbook* di Kota Padang.

Sesuai dengan hasil yang diperoleh disarankan bagi pengguna *Macbook* diharapkan sebelum membeli perangkat *Macbook* mereka harus terlebih dahulu mempelajari tata cara pemakaian karena perangkat *Macbook* memiliki system operasi yang berbeda, dengan adanya latihan konsep *perceived playfulness* akan semakin tinggi sehingga mendorong meningkatnya *perceived customer value* dalam bentuk manfaat yang dirasakan dalam menggunakan *Macbook*.

Kata Kunci : *Perceived Usefulness, Perceived Playfulness, Perceived Price, Perceived Easy of Use Dan Perceived Customer Value*

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SUMMARY

One brand of technology-based multimedia devices in the United States is Apple. Technology-based brands are known as brands whose image and reputation are so high that the products they produce are sold at high price rates. The best known Apple products are the iPhone series to the Macbook with a relatively different operational base from Microsoft. Until now, the circulation and marketing of the Macbook continues to grow and has reached a wide marketing area throughout the world. One potential marketing area is Indonesia in general and Kota Padang in particular (Zakaria, 2017)

This study aims to prove and analyze the effect of perceived benefit and perceived sacrifice on perceived customer value on Apple Macbook users in the city of Padang. In this study, several Apple Macbook users in Padang were used randomly. In this research, there are two types of variables: exogenous variables consisting of perceived usefulness, perceived playfulness, perceived price, and perceived easy of use. The second variable is endogenous, which is measured by perceived customer value.

The analytical tool used to prove the truth of a hypothesis is the SEM (Structural Equation Model) which is processed using SmartPLS. The results of hypothesis testing found that perceived usefulness does not significantly influence perceived customer value, whereas perceived playfulness, perceived price and perceived easy of use have a significant effect on perceived customer value on Apple Macbook users in Padang City. The results obtained indicate that the ease of playing the product, price perception and ease of use affect the value or benefits perceived by Apple Macbook users in the city of Padang.

In accordance with the results obtained it is recommended that Macbook users are expected before buying a Macbook device they must first learn the procedures for use because the Macbook device has a different operating system, with the exercise the concept of perceived playfulness will be higher so as to encourage increased customer value in the form of benefits that are felt in using a Macbook.

Keyword : Perceived Usefulness, Perceived Playfulness, Perceived Price, Perceived Easy of Use & Perceived Customer Value