

ABSTRAK

PENGARUH *POSITIVE AND NEGATIVE ROLE OF PRICE PERCEPTIONS* TERHADAP *BRAND LOYALTY*

Penelitian ini bertujuan untuk mengetahui pengaruh *value consciousness*, *price consciousness*, *sale proneness*, *coupon proneness*, *price mavenism*, *price – quality schema*, dan *prestige sensitivity* terhadap *brand loyalty*. Penelitian ini menggunakan pendekatan kuantitatif dengan data primer yang diperoleh dari penyebaran kuesioner. Sampel yang diambil sebanyak 100 pelanggan Kokumi Delta Plaza Surabaya. Penelitian ini menggunakan teknik analisis PLS menggunakan program SmartPLS versi 23. Hasil dari penelitian ini menunjukkan bahwa *sale proneness*, *coupon proneness* berpengaruh negatif terhadap *brand loyalty*, sedangkan *price mavenism* dan *prestige sensitivity* berpengaruh positif terhadap *brand loyalty*. Kemudian *value consciousness*, *price consciousness*, dan *Price – quality schema* tidak berpengaruh terhadap *brand loyalty*.

Kata Kunci: *Value Consciousness*, *Price Consciousness*, *Sale Proneness*, *Coupon Proneness*, *Price Mavenism*, *Price – Quality Schema*, *Prestige Sensitivity*, *Brand Loyalty*.

ABSTRACT

***THE EFFECT OF POSITIVE AND NEGATIVE ROLE OF PRICE
PERCEPTIONS ON BRAND LOYALTY***

This study aims to determine the effect of value consciousness, price consciousness, sale proneness, coupon proneness, price mavenism, price - quality schema, and prestige sensitivity on brand loyalty. This study uses a quantitative approach with primary data obtained from distributing questionnaires. Samples taken were 100 customers of Kokumi Delta Plaza Surabaya. This study uses the PLS analysis technique using the SmartPLS version 23 program. The results of this study indicate that sale proneness, coupon proneness have a negative effect on brand loyalty, while price mavenism and prestige sensitivity have a positive effect on brand loyalty. Then value consciousness, price consciousness, and Price - quality schema have no effect on brand loyalty.

Keywords: *Value Consciousness, Price Consciousness, Sale Proneness, Coupon Proneness, Price Mavenism, Price – Quality Schema, Prestige Sensitivity, Brand Loyalty.*