

PENGARUH *SCARCITY*, *FUTURE DISCOUNT* DAN *PERCEIVED EMOTIONAL VALUE* TERHADAP KEPUTUSAN PEMBELIAN

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ABSTRACT

The purpose of this study was to identify the effect of scarcity, perceived emotional value, and future discount on the decision to purchase Converse brand shoes. The research method used is a causal method, with the distribution of questionnaires and data analysis tools namely multiple linear regression using the PLS instrument. Based on the results of scarcity analysis, perceived emotional value, and future discount, it has a positive effect on the decision to buy Converse brand shoes. The determination coefficient value of 0.758 shows the purchase decision can be explained by scarcity, perceived emotional value and future discount of 75.8%.

Keywords: *scarcity, future discount, perceived emotional value and purchase decision.*

ABSTRAK

Tujuan penelitian ini adalah mengidentifikasi pengaruh *scarcity*, *perceived emotional value*, dan *future discount* terhadap keputusan pembelian sepatu merk Converse. Metode penelitian yang digunakan adalah metode kausal, dengan penyebaran kuesioner dan alat analisis data yaitu regresi linier berganda dengan menggunakan instrument PLS. Berdasarkan hasil analisis *scarcity*, *perceived emotional value*, dan *future discount* berpengaruh positif terhadap keputusan pembelian sepatu merk Converse. Nilai koefisien determinasi sebesar 0,758 menunjukkan *purchase decision* mampu dijelaskan oleh *scarcity*, *perceived emotional value* dan *future discount* sebesar 75,8%.

Kata kunci: *scarcity, future discount, perceived emotional value* dan keputusan pembelian.