

INTISARI

Berdasarkan beberapa penelitian sebelumnya, strategi *pricing* dan penggunaan model merupakan beberapa faktor yang dapat memengaruhi *purchase intention* calon konsumen. Akan tetapi, penelitian yang mengukur perhatian visual pada strategi *pricing* dan penggunaan model menggunakan parameter *eye tracking* dan hubungannya dengan *purchase intention* masih relatif terbatas. Penelitian ini bertujuan untuk mengeksplorasi pengaruh strategi *pricing* dan penggunaan model berbeda pada desain media foto produk *fashion* terhadap parameter *eye tracking* dan tingkat *purchase intention* yang diukur.

Subjek dalam penelitian ini terdiri dari 32 laki-laki dan 27 perempuan dengan usia $20,5 \pm 2,5$ tahun. Subjek diminta untuk memperhatikan media foto produk dengan kombinasi strategi *pricing* dan penggunaan model berbeda kemudian menilai tingkat *purchase intention* mereka. Eksperimen penelitian ini melibatkan tiga strategi *pricing* (*Limited Offer*, *Free Shipping*, dan *Discount*) dan empat penggunaan model (*Duo*, *Woman*, *Man*, dan *Product* saja). Subjek melihat 12 desain media foto untuk masing-masing produk (*hoodie*, *sweatshirt*, *tee shirt*) dengan kombinasi strategi *pricing* dan penggunaan model berbeda. Tiap foto ditampilkan selama 15 detik sementara itu gerakan mata direkam untuk memperoleh data *fixation count*, *fixation time*, dan *time to first fixation*. Setelah tiap foto selesai ditampilkan, subjek menilai tingkat *purchase intention* mereka.

Hasil penelitian menunjukkan bahwa kombinasi strategi *pricing* dan penggunaan model berbeda dapat memengaruhi tingkat *purchase intention*. Ditemukan perbedaan signifikan pada *purchase intention* berdasarkan strategi *pricing* dan penggunaan model yang digunakan. Strategi *pricing* '*Limited Offer*' memiliki tingkat *purchase intention* tertinggi, diikuti oleh '*Discount*' dan '*Free Shipping*' secara berurutan. Kemudian, penggunaan model '*Duo*' memiliki tingkat *purchase intention* tertinggi, diikuti oleh model '*Woman*' atau '*Man*' dengan perbedaan kecil, dan '*Product*' secara berurutan. Selain itu, ditemukan perbedaan signifikan pada data *fixations* dengan perhatian lebih tinggi pada *pricing* '*Discount*' dan model '*Duo*'. Akan tetapi, meskipun kombinasi strategi *pricing* dan penggunaan model berbeda berpengaruh signifikan terhadap *purchase intention* dan parameter *eye tracking* yang diukur, tidak ditemukan adanya hubungan signifikan antara *purchase intention* dengan parameter *eye tracking*.

Kata kunci : *Fixation*, *purchase intention*, *pricing*, model, desain, perhatian

ABSTRACT

Based on previous research, pricing strategy and model use are some of the factors that could affect consumers' purchase intention. However, there is still limited research that measures visual attention based on eye tracking parameters and its relationship to consumers' purchase intention. This research aims to explore the effect of different pricing strategies and model use on fashion product photo design towards the measured eye tracking parameters and purchase intention.

This study comprised 32 male and 27 female subjects with an average age of $20,5 \pm 2,5$ years old. Subjects were instructed to view product photos with different combinations of pricing strategies and model use, then rate their purchase intention for each photo. The experiment involved three pricing strategies (Limited Offer, Free Shipping, Discount) and four model use conditions (Duo, Woman, Man, Product only). Subjects viewed 12 photo designs for each of three products (hoodie, sweatshirt, tee shirt) with different combinations of pricing strategy and model use. Each photo was displayed for 15 seconds while their eye movements were tracked, recording fixation count, fixation time, and time to first fixation. Following the eye-tracking task, subjects rated their purchase intention for all viewed photo designs.

The results suggested that different combinations of pricing strategies and model use could affect purchase intention. There is a significant difference in purchase intention based on different pricing strategies and model use. The 'Limited Offer' pricing strategy encouraged the highest purchase intention, followed by 'Discount' and 'Free Shipping' respectively. Then, the 'Duo' model encouraged the highest purchase intention, followed by either 'Woman' or 'Man' with little difference, and 'Product' respectively. In addition, a significant difference is found on the fixations data, showing higher attention towards 'Discount' pricing and 'Duo' model. However, even though different pricing strategy and model use significantly affect the measured purchase intention and eye tracking parameter, there is no significant relationship between the purchase intention and the measured eye tracking parameter.

Keywords : Fixation, purchase intention, pricing, model, design, attention