



## ABSTRACT

The title of this research is the influence of the price perception on consumer shopping behavior in Mirota Kampus Yogyakarta. This research used simple linear regression with consumer shopping behavior as dependent variable that consists of searching lower price outer shop, buying generic product, and responding to clearance-sale, and consumer price perception as independent variable, that consists of two latent variables. The first is negative role of price, made by several dimensions such as value value consciousness, price consciousness, coupon proneness, sale proneness, and price mavenism, the second is positive role of price, made by two dimensions such as price-quality schema dan prestige sensitivity.

In this research, the researcher took 200 respondents as the sample and those respondents were consumers in Mirota Kampus Yogyakarta, using convenience sampling method. The data in this research were got by using questionnaire. To know the item making dimension, the researcher used validity method with confirmatory factor analysis by SPSS 13.0, beforehand the researcher's data was examined by using AMOS Ver. 5.0 to know the fit model.

Through the examination result it could be concluded that negative role of price was a significant and positive influence towards search lower price outer shop. Positive role of price was a positive influence to search lower price outer shop, but that influence was not significant. Negative role of price was a positive influence towards buying generic product. Positive role of price was not a positive influence towards buying generic product. Negative role of price was a positive influence toward clearance-sale responds. Positive role of price was not a positive influence towards clearance-sale responds. From this research it could be concluded that Mirota Kampus consumers have tendency to choose lower price.

**Keyword** : negative role of price, positive role of price, searching lower price in outer shop, buying generic product, and clearance-sale responds.