

PENGEMBANGAN INSTRUMEN PENGUKURAN
***SHOPPING VALUES* UNTUK MENGUKUR**
PERILAKU BELANJA KONSUMEN

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ABSTRACT

This research analyzes the measurement of personal shopping value. Research in marketing which measure the relationship among construct have similar problems. The correlations among construct is very low or different from the theory. This problem occur due to problems in validity and reliability of the construct. This research overcome this problem by conducting scale purification of PSV instrument. PSV instrument is the measurement of personal shopping value. Personal shopping value contains of two dimensions, they are hedonic value and utilitarian value. The respondents of this research are undergraduate student in business. We use convenience sampling methods. The tools of analysis in this research are EFA and SEM. The result shows that PSV is not a recommended measurement in analyzing the shopping value behavior.

Keywords: personal shopping value, hedonic value, utilitarian value, validity, reliability.