

ABSTRACT

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THE EFFECT OF PRICE LEVEL AND PRICE SENSITIVITY ON STORE PRICE IMAGE AND REPURCHASE INTENTIONS IN STARBUCKS SENAYAN CITY MALL

(pages: 108 figures: 13 tables: 28 appendices: 4)

This study aimed to investigate the impact of store price image on repurchase intentions in Starbucks Senayan City Mall. The moderating effects of price level and price sensitivity were also analyzed. 306 responses were collected. Partial least squares-structural equation modeling (PLS-SEM) was used, supported by *SmartPLS* 3.2.8. The results showed that store price image positively impacted on customer repurchase intentions in Starbucks Senayan City Mall; high price level did not moderate this relationship; low price sensitivity had a positive moderating effect, while high price sensitivity did not. Theoretical and managerial implications were discussed with suggestions for future research.

Keywords: store price image, repurchase intention, price level, price sensitivity

References: 32 (1991-2019)