

**“THE INFLUENCE OF PRICE BUNDLING AND ODD PRICE
ON PURCHASE DECISION OF RICHEESE FACTORY
PRODUCTS THROUGH PURCHASE INTENTION
AS AN INTERVENING VARIABLE AMONG
GEN Z CONSUMERS IN MEDAN”**

FINAL PROJECT

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To Obtain a Bachelor of Management Degree (S.M)
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ABSTRAK

THE INFLUENCE OF PRICE BUNDLING AND ODD PRICE ON PURCHASE DECISION OF RICHEESE FACTORY PRODUCTS THROUGH PURCHASE INTENTION AS AN INTERVENING VARIABLE AMONG GEN Z CONSUMERS IN MEDAN

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Penelitian ini bertujuan untuk mengetahui pengaruh price bundling dan odd price terhadap keputusan pembelian melalui purchase intention sebagai variabel intervening pada konsumen Generasi Z di Kota Medan terhadap produk Richeese Factory. Penelitian ini menggunakan pendekatan kuantitatif dengan metode analisis Partial Least Square – Structural Equation Modeling (PLS-SEM). Populasi dalam penelitian ini adalah generasi Z di Kota Medan yang memiliki ketertarikan terhadap produk Richeese Factory. Teknik pengambilan sampel menggunakan purposive sampling dengan jumlah minimal 100 responden, dan data yang diperoleh sebanyak 105 responden yang seluruhnya digunakan dalam penelitian. Pengumpulan dilakukan melalui kuesioner dengan skala Likert. Hasil penelitian menunjukkan bahwa price bundling dan odd price berpengaruh positif dan signifikan terhadap purchase intention. Namun, price bundling dan odd price tidak berpengaruh signifikan terhadap keputusan pembelian. Sementara itu, purchase intention berpengaruh positif dan signifikan terhadap keputusan pembelian. Selain itu, price bundling dan odd price berpengaruh signifikan terhadap keputusan pembelian melalui purchase intention sebagai variabel intervening.

Kata Kunci: Price Bundling, Odd Price, Purchase Intention, Purchase Decision

ABSTRAK

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This study aims to examine the effects of price bundling and odd pricing on purchase decisions, with purchase intention serving as an intervening variable, among Generation Z consumers in Medan regarding Richeese Factory products. This study employs a quantitative approach using the Partial Least Squares – Structural Equation Modeling (PLS-SEM) method. The population for this study consists of Generation Z individuals in Medan who express interest in Richeese Factory products. Sampling was conducted using purposive sampling with a minimum sample size of 100 respondents; a total of 105 respondents were surveyed, and all data were utilized in the analysis. Data collection was conducted via a questionnaire using a Likert scale. The results indicate that price bundling and odd pricing have a positive and significant effect on purchase intention. However, price bundling and odd pricing do not significantly influence purchase decisions. Meanwhile, purchase intention has a positive and significant effect on purchase decisions. Additionally, price bundling and odd pricing significantly influence purchase decisions through purchase intention as an intervening variable.

Kata Kunci: Price Bundling, Odd Price, Purchase Intention, Purchase Decision

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CHAPTER 1

INTRODUCTION

1.1 Background Of The Problem

According to research (Wulandari et al., 2025), the development of the fast food industry in the current era of globalization shows significant growth, both in terms of the number of businesses and the variety of products offered. According to research (Desy Permatasari, 2020) in Indonesia, the culinary industry has become one of the fastest-growing sectors because it is considered quite promising as it offers products that are basic to every human being, namely food and beverages. The growth of the industry is influenced by various sectors such as demographics, economic levels, and changes in people's lifestyles. This can be seen from the concepts of fast food restaurants, roadside stalls, food courts, to bistros and cafes (Yudha & Algipari, 2023).

Fast food restaurants are restaurants that serve food and beverages in a relatively short time from ordering to serving customers (Yudha & Algipari, 2023). The rapid development of fast food is currently progressing rapidly due to economic opportunities related to changes in lifestyle in society (Onata & Mukaram, 2023).

In the development of the fast food industry, one market segment that plays a major role is Gen Z. Generation Z was born between 1997 and 2012 (Miswanto et al., 2022). This group tends to prefer buying fast food rather than cooking for themselves because it is considered more practical, efficient, and in line with their fast-paced lifestyle.

According to a Jakpat survey, around 49% of Gen Z admit to eating fast food around 1-2 times per week. Meanwhile, 24% of respondents reported consuming it 3-4 times per week, and 12% even eat fast food every day. These data show the extent of young people's dependence on fast food (GoodStats, 2025).

One of the companies engaged in fast food and has many outlets throughout Indonesia is Richeese Factory. Richeese Factory is a QSR (Quick Service Restaurant) or fast food restaurant whose main menu is fried chicken covered in spicy barbecue sauce with levels ranging from 0 to 5 and cheese sauce as a side dish (Fahmi, 2022) . Richeese Factory first opened in Indonesia on February 8, 2011, at Paris Van Java Mall in Bandung, West Java (Zuhida et al., 2024).

Richeese Factory is well known for its distinctive flavors and easily accessible outlets (Yudha & Algipari, 2023). In Medan, Richeese Factory has around 13 outlets spread across various strategic locations. Despite having a large customer base, competition among fast food brands such as KFC, McDonald's, and CFC is becoming increasingly fierce, requiring the company to implement attractive pricing strategies to maintain consumer interest and purchasing decisions.

Based on the results of a Jakpat survey, Richeese Factory leads with a percentage of 22% among Generation Z, 14% among millennials, and 17% among Generation X (GoodStats, 2024).

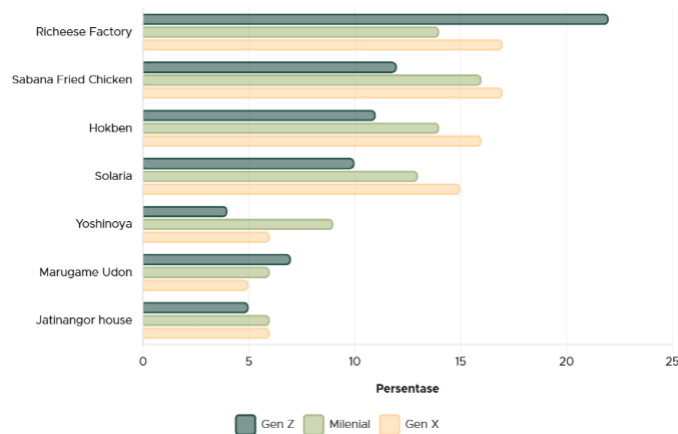


Figure 1.1 Fast Food Consumption Preferences by Generation
Source : GoodStats (2024)

In the city of Medan, Richeese Factory has become one of the favorite places for Gen Z. This restaurant is often used as a place to gather and relax because it provides a pleasant atmosphere, a wide selection of food, and cheese sauces that attract Gen Z. However, most Gen Z in Medan are still in education or at the beginning of their careers, so they have relatively limited purchasing power. This situation makes them more selective in choosing fast food products and more likely to consider price before making a purchase.

With the fast food industry becoming increasingly competitive, companies need to devise the right marketing strategies to attract and retain consumers. Pricing strategies are part of marketing strategies because prices are directly felt by consumers and are often a major factor in purchasing decisions (Kotler & Keller, 2016). Gen Z tends to look for products that are considered comparable in price. Therefore, pricing strategies such as price bundling and odd pricing create affordable prices while maintaining quality. Therefore, it is important to conduct research on the application of price and odd pricing

strategies at Richeese Factory on the interests and purchasing decisions of Gen Z in Medan.

According to research (Tri & Syahril, 2023), the purchase decision is the stage at which consumers are willing to spend money to buy a product. Before deciding to buy a product, each consumer has certain conditions that vary (Latifah & Wati, 2024). There are several conditions for consumers to make a purchase, one of which is that consumers buy products according to their needs and consumers buy products without any special planning or consideration before making a purchase decision (Latifah & Wati, 2024). All of this starts with recognizing their needs, when consumers realize that there are desires or needs that need to be fulfilled (Angelika & Yuliadi, 2025).

When entering the pre-purchase decision stage, consumers are already faced with several alternative choices, so at this stage consumers will take action to decide to purchase a product based on their chosen option (Arfah, 2022). In this study, purchasing decisions reflect how Gen Z determines their choice of fast food products based on the pricing strategy offered by Richeese Factory.

There are several factors that can influence purchasing decisions at Richeese Factory, such as price bundling. Price bundling is a marketing strategy that combines two or more products at a lower price than if they were purchased separately (Riansyah et al., 2024). Price bundling is a derivative of promotional factors that greatly influence consumer interest and purchasing decisions (Wijaya & Kinder, 2020). According to research (Dominique-Ferreira & Antunes, 2020) “for consumers, bundling represents a reduction in transaction

costs and increase savings because usually the total cost of purchasing the items separately would be more expensive than the buying them in a bundle”.

Price bundling at Richeese Factory provides benefits and appeal to young people, especially Gen Z. In addition to its practical nature, consumers also feel they benefit from more economical pricing offers such as combo packages. Thus, price bundling not only serves as a strategy to increase sales, but also shapes positive perceptions of product value and quality in the eyes of consumers.



Figure 1.2 Richeese Factory Products by Price Bundling
Source : Richeese Factory

Based on the image above, it can be seen that Richeese Factory implements a bundling strategy in setting its product prices. The price bundling strategy is carried out by combining several products into one package and offering a lower price than if the products were purchased separately. With more economical package prices, this strategy increases the perception of affordability and encourages consumers to make purchases.

Table 1.1 Identification of Price Bundling Strategy Application in Richeese Factory Products

Product Name	Price Bundling	Description
Combo 2 Flying Chicken	Rp 48.182	Package prices reflect a bundling strategy, as they consist of several products in one package at a more affordable price than purchasing them individually.
Combo Fire Wings	Rp 46.364	The application of bundling can be seen in the combination of products in one package at a more economical price.
Combo 2 Fire Whole	Rp 38.182	The bundling strategy is used to increase perceived value through combination.
Combo 2 Fire Wings Whole	Rp 38.182	Package price reflect a combined sales strategy to attract consumer interest.

In the study (Witarsana et al., 2022), it was found that price bundling has a 22.5% influence on purchasing decisions, while 77.5% is influence by

other factors. Meanwhile the results of the study (Agung et al., 2022), which concluded that the price bundling has a positive effect on purchasing decisions.

Another factor that can influence purchasing decisions is odd pricing. According to Rodiah and Nawawi (2013) in a study (Hehanusa, 2023), odd pricing is a price that ends with an odd number, namely a price that ends with 1, 3, 5, 7, or 9. According to research (Al-Asror et al., 2023), odd prices are a pricing strategy that uses odd numbers or numbers slightly below even numbers, such as Rp 59,950 or Rp 99,975. Furthermore, according to research (Al-Asror et al., 2023), odd prices are also called psychological prices, meaning that odd prices are a pricing strategy designed to give the impression of a lower price psychologically, so that it can unconsciously influence consumers' perceptions of the affordability of the price displayed. According Saleha and Said (2019) in research (Mahyuzar, 2023) “Odd price is part of a marketing strategy that sets an odd price or slightly below the predetermined price with the aim that psychologically buyers will see the product being purchased cheaper”.

For example, in the favorite combo package, the duo fire chicken combo is sold at a price of Rp 64,545 (odd price). This is based on the consideration that buyers will think that the price is in the range of Rp 64,000, not Rp 65,000. Smart consumers may see this as one of the company's strategies to attract them to shop, assuming that the price is cheaper than elsewhere. However, psychologically, most consumers tend to see this as an opportunity to reduce the amount of cash they have to spend (Tjiptodjojo, 2012).



Figure 1.3 Richeese Factory Products by Odd Price
Source : Richeese Factory

Based on the image above, it can be seen that Richeese Factory uses an odd price price strategy in setting its product prices. Odd prices are indicated by the use of non-round numbers at the end of the price, which can psychologically influence consumers perceptions of price affordability.

Table 1.2 Identification of Odd Price Strategy Application in Richeese Factory Product

Product Name	Odd Price	Price Psychological	Description
Combo Fire Chichen	Rp 64.545	Rp 65.000	All product observed used odd price. However, the use of numbers such as “545” did not fully follow the general psychological pricing pattern, which usually uses the suffix 9 (Rp 49.999).
5 Flying Chicken	Rp 94.545	Rp 95.000	
5 Crispy Chicken	Rp 94.545	Rp 95.000	

To strengthen the analysis of the implementation of the odd price strategy, a comparison was made the KFC as a similar company in the fast food industry. This comparison aimed to see whether the odd price strategy was also implemented by competitors.

Table 1.3 Identification of Odd Price Strategy Application in KFC Product

Product Name	Odd Price	Price Psychological	Description
Super Besar	Rp 34.545	Rp 35.000	Prices use non-round numbers and are set slightly below round numbers to create the perception of a lower price.
KFC Puas Extra	Rp 24.545	Rp 25.000	The odd price strategy is applied with a small difference from the round

Product Name	Odd Price	Price Psychological	Description
			price to influence the perception of affordability.
Super Komplit 2	Rp 54.545	Rp 55.000	Pricing is set below round numbers as a psychological tactic.
French Fries Reguler	Rp 9.545	Rp 10.000	Prices are set slightly below round numbers to give the impression of being cheaper.

Based on the analysis results, both Richeese Factory and KFC use odd price strategies with the suffix “545”. The similarity of these patterns shows that odd price strategies have become common practice in the fast food industry. However, this condition can cause problems for consumers, particularly in terms of the effectiveness of this strategy. If consumers are accustomed to uniform pricing patterns, the desired psychological effect of perceiving prices as cheaper may potentially diminish. In addition, increasing consumer awareness of psychological pricing strategies may reduce their influence on the purchasing decision-making process.

In a study (Hehanusa, 2023), it was stated that although odd price influence purchasing decisions, their empirical effect tends to be relatively lower than other variables. This study also show that some consumers are doubt about the value offered by odd-priced products. Meanwhile by the results of a study (Al-Asror et al., 2023), that odd pricing has a significant and positive effect on purchasing decisions.

Purchase intention plays an important role in bridging the influence of pricing strategies on purchasing decisions. According to Kotler and Keller in the research (Yohana Dian Puspita & Ginanjar Rahmawan, 2021), purchase intention is consumer behavior where they want to buy or choose a product based on their preferences, usage, or consumption experience, or even want to own the product. The emergence of purchase intention creates a desire that remains in a person's mind and ultimately, when consumers want to fulfill their needs (Yohana Dian Puspita & Ginanjar Rahmawan, 2021). Among Gen Z, purchase intention is often influenced by their perception of the value offered by a product, whether the product is considered attractive, relevant to their lifestyle, or fits their budget.

To strengthen the phenomenon described above, researchers conducted pre-research as a first step to obtain an empirical picture of the fast food consumption behavior of Gen Z. This pre-research was exploratory in nature and did not directly measure all research variables. The purpose of this research was to ensure that the research phenomenon was consistent with the actual situation in the field, particularly with regard to the intensity of fast food consumption among Generation Z.

Preliminary research was conducted on 35 respondents who were Generation Z and resided in the city of Medan.

Table 1.4 Summary of Pre-Research Result on Fast Food Consumption Among Gen Z

No	Aspect Observed	Summary of Findings
1	Respondent characteristics (age)	The majority of respondents were aged 21-23 years with the rate

No	Aspect Observed	Summary of Findings
		80%, indicating that the sample was dominant by late Generation Z consumers.
2	Preference fo fast food	Most respondents stated that they likes fast food, with a percentage of 40% agree and 17.1% strongly agree, indicating a high level of interest in fast food products.
3	Fast food consumption frequency	Respondents generally consume fast food 1-2 times a week with a percentage 31.4% and 3-4 times a week with the percentage 22.9%.
4	Most frequently consume fast food brands	Richeese Factory was identified as the most frequently consumed fast food brand among respondents, with a percentage of 54.3%.
5	The influence of price on purchase decisions	All respondents agree that price plays an important role in influencing their purchasing decisions, with a percentage oh 100%.

Source: Pra Research Result

Based on the pre-research conducted on 35 respondents from Generation Z, the results indicate that the majority of respondents were aged 21-23 years, which represents Generation Z consumers.

Furthermore, most respondents stated that they like fast food and consume it regularly, with an average consumption frequency of 1-2 times per week. This finding confirms that fast food has become part of the consumption

lifestyle of Gen Z. Among various fast food brands, Richeese Factory emerged as the most frequently consumed brand, indicating its strong popularity among Gen Z consumers.

Importantly, the pre-research results also show that all respondents agree that price influences their purchasing decisions. This finding suggests that price-related strategies play a dominant role in shaping consumer behavior, particularly in forming purchase intention prior to making a purchase decision. Therefore, this pre-research provides initial empirical support for examining pricing strategies, such as price bundling and odd price, as factors that may influence purchase intention and purchase decisions among Gen Z consumers.

Previous research by (Latifah & Wati, 2024), showed that product quality, service quality, and price perception significantly influence purchasing decisions at Richeese Factory. Similar to this study, both studies used purchase decisions as dependent variables. However, there are differences in the independent variables used. While the previous study used product quality, service quality, and price perception, this study uses price bundling and odd price, adding purchase intention as an intervening variable.

Theoretically, a purchase decision is the process of thinking when evaluation and comparing various available product options, then determining one product that is considered most suitable for one's needs (Yohana Dian Puspita & Ginanjar Rahmawan, 2021). Therefore, research related to purchasing decisions is still dominated by general factors such as product quality, service quality, and price perception, while research examining specific pricing strategies, such as price bundling and odd price, is still limited.

Furthermore, research integrating purchase intention as an intervening variable, particularly among Gen Z consumers in Medan, is also limited. This indicates a research gap that requires further study. Therefore, this research is crucial given the increasingly fierce competition in the fast food industry and the growing role of Gen Z as price-sensitive consumers.

Therefore, understanding the effectiveness of price bundling and odd pricing strategies in influencing purchase intention and purchasing decisions is necessary. The novelty of this research lies in testing both pricing strategies simultaneously on purchasing decisions, with purchase intention as an intervening variable for Gen Z consumers in Medan. This is expected to provide new perspectives for developing more effective marketing strategies.

Based on these phenomena and research gaps, further study is needed to determine how the application of pricing strategies can influence consumer purchasing behavior. Thus, researchers are interested in conducting a study entitled **“The Influence Of Price Bundling And Odd Price On Purchase Decision Of Richeese Factory Products Through Purchase Intention As An Intervening Variable Among Gen Z Consumers In Medan”**.

1.2 Identifications Of The Problem

Based on the background of the problem described above, the identification of this problem is as follows:

1. The fast food industry is experiencing increasingly fierce competition.

Therefore, Richeese Factory implements appropriate marketing strategies to maintain and increase consumer interest, especially among Gen Z.

2. Generation Z is a market segment with high fast food consumption, but most are still in college or working, so they have relatively limited purchasing power and tend to be price sensitive.
3. The price bundling strategy implemented by Richeese Factory has the potential to provide consumers with a perception of value and affordability, but the extent to which this strategy can increase purchase intention among Gen Z consumers remains unknown.
4. The odd price strategy is a form of psychological pricing that is thought to create a perception of more affordability prices, but its effectiveness in influencing purchase intention among Gen Z consumers remains uncertain.
5. Research examining the influence of price bundling and odd price on purchase decisions through purchase intention as an intervening variable, among Gen Z Richeese Factory consumers in Medan is still limited.

1.3 Problem Limitation

Based on the identification of problems described above, this research only examines the effect of price bundling and odd pricing strategies on purchase intention and purchase decision without considering other factors such as promotion, brand image, and service quality.

1.4 Formulation Of The Problem

Based on the background of the problem above, the author formulates the problems in this research as follows:

1. Does price bundling affect the purchase intention of Gen Z consumers at Richeese Factory in Medan?
2. Does odd price affect the purchase intention of Gen Z consumers at Richeese Factory in Medan?
3. Does price bundling affect the purchase decision of Gen Z consumers at Richeese Factory in Medan?
4. Does odd price affect the purchase decision of Gen Z consumers at Richeese Factory in Medan?
5. Does purchase intention affect the purchase decision of Gen Z consumers at Richeese Factory in Medan?
6. Does purchase intention mediate the effect of price bundling on purchase decisions among Gen Z consumers in Medan City?
7. Does purchase intention mediate the effect of odd price on purchase decisions among Gen Z consumers in Medan City?

1.5 Research Objectives

Based on the problem formulation described above, the research objectives are as follows:

1. To determine and analyze the effect of price bundling on the purchase intention of Gen Z consumers at Richeese Factory in Medan.
2. To determine and analyze the effect of odd pricing on the purchase intention of Gen Z consumers at Richeese Factory in Medan.
3. To determine and analyze the effect of price bundling on the purchase decision of Gen Z consumers at Richeese Factory in Medan.

4. To determine and analyze the effect of odd pricing on the purchase decision of Gen Z consumers at Richeese Factory in Medan.
5. To determine and analyze the effect of purchase intention on purchase decision among Gen Z consumers of Richeese Factory in Medan City.
6. To determine and analyze the mediating effect of purchase intention on the influence of price bundling on purchase decision among Gen Z consumers in Medan City.
7. To determine and analyze the mediating effect of purchase intention on the influence of odd price on purchase decision among Gen Z consumers in Medan City.

1.6 Research Benefits

This research is expected to provide both theoretical and practical benefits, namely:

1. Theoretical Benefits

The results of this research are expected to have a positive impact on the development of science, particularly in the field of marketing management, especially in relation to pricing strategies such as price bundling and odd pricing and their influence on purchase intention and purchase decision.

Additionally, this research can also serve as an additional reference for academics and future researchers who wish to explore consumer behavior, especially Gen Z, in the context of the fast food industry.

2. Practical Benefits

- a. For Richeese Factory

This research can provide input and considerations for Richeese Factory management in designing more effective pricing strategies to attract attention and increase the interest and purchasing decisions of Gen Z consumers. The results of this study can also be used as a basis for strengthening promotional and pricing strategies, so that they are more in line with the purchasing power and characteristics of young consumers.

b. For Consumers

This research is expected to provide consumers, especially Gen Z, with an understanding of how pricing strategies can influence the way they view and make purchasing decisions, enabling them to become smarter consumers when choosing products.

c. For Future Researchers

The results of this research can be used as a reference and comparison for future research that delves deeper into pricing strategies or consumer behavior, by adding other variables such as promotions, product quality, or brand image.

CHAPTER 2

LITERATURE REVIEW

2.1. Theoretical Framework

2.1.1. Purchase Decision

2.1.1.1. Definition of Purchase Decision

A purchase decision is the process of thinking when evaluation and comparing various available product options, then determining one product that is considered most suitable for one's needs (Yohana Dian Puspita & Ginanjar Rahmawan, 2021). According to research (Pratiwi et al., 2021) a purchase decision is an attitude that arises as a result of the buyer's thought process after considering various aspects, such as product type, brand, quantity, time, manufacturer, and payment method to meet their need and desires.

In the research (Dwijantoro, 2021) it is concluded that a purchasing decision is the process of making a decision to buy, where prospective consumers make a choice, decide on a purchase, and satisfy their desires and needs. Furthermore, Schiffman dan Kanuk in the study (Pratiwi et al., 2021) state: A decision is a selection on action from two more alternative choice.

From the above explanation, it can be concluded that a purchase decision is a process of thinking and consumer behavior in choosing one product from various available alternatives. This process involves consideration of various factors, such as product type, brand, quantity, time

manufacture, and payment method. Purchase decision also reflect the final actions of consumers in determining the choice that is considered most capable of satisfying and providing satisfaction to consumers.

2.1.1.2 Factors Influence Purchase Decision

According to (Tjiptono & Chandra, 2016) in the study (Arianty & Andira, 2021) the factors that influence purchasing decision are:

- a. Personal factors, which include various aspects such as age, gender, ethnicity, income, family life cycle stage, occupation, economic situation, lifestyle, personality and self-concept. These factors reflect individual characteristics that influence consumers preferences and purchasing behavior.
- b. Psychological factors, which consist of our main aspects: perception, motivation, learning, and beliefs and attitudes. These factors relate to internal processes that shape how consumers interpret information and make purchasing decisions.
- c. Social factors, which include reference groups, family, roles, and social status. These factors influence consumer behavior through interaction and social media relationship within their environment.
- d. Cultural factors, which include culture, subculture and social class. Cultural factor play an important role in shaping values, preference and consumption patterns within society.

2.1.1.3 Purchase Decision Indicators

According to Kotler and Armstrong in the study (Riansyah et al., 2024) purchase decisions are as follows:

- a. Stability in choosing a product, which is the consumer's belief in a product that is considered high-quality and valuable.
- b. Brand-based purchasing decisions, which refer to consumers' tendency to choose preferred brands.
- c. Purchase decisions based on recommendations, which is the influence of others' suggestions in encouraging purchases.
- d. Purchase decision based on needs and desires, which are purchases made according to consumers needs and preferences.

Meanwhile, according to Martini (2015) in the study (Maulana, 2021) purchasing decisions are as follows:

- a. Needs and desires for a product: consumers feel they need and want the product they are going to buy.
- b. Desire to try: consumers feel interested or have a desire to try the product they are going to buy.
- c. Confidence in a product: consumers are confident about the product they are going to buy.
- d. Repurchase decision : consumers decide to repurchase a product they have already purchased.

2.1.2. Price Bundling

2.1.2.1. Definition of Price Bundling

According to Kotler dan Keller in the study (Zuhida et al., 2024), price bundling is a strategy employed by sellers to combine several

different items and offer them such as bundle at a single price. According to study (Maghfiroh, 2024), price bundling is a marketing strategy that combines two or more product or service into a price package formed from a non-linear price.

According to (Stremersch & Tellis) in the study (Wijaya & Kinder, 2020), price bundling is the sale of two or more different products in one package, an offer of several non-integrated product at a lower price than if they were offered separately. According to (Witarsana et al., 2022) price bundling is the sale of two or more different products in a single discounted package. Price bundling makes the price more affordable than the price per unit of the product (Maghfiroh, 2024).

From the above definition, it can conclude that price bundling is a pricing strategy carried out by combining two or more different products or service into a single sales package at a certain price.

2.1.2.2. Price Bundling Indicators

According to (Dominique-Ferreira & Antunes, 2020), there are several indicators of price bundling, namely:

- a. Price affordability, where price bundling offers two or more products at a lower price in one package.
- b. Price suitability, where price bundling is line with the quality of the products offered and can satisfy consumers.

According to Swasta dan Irawan (2000) in the study (Hanafia & Permada, 2023) there are several indicators of price bundling, namely:

- a. Product, the suitability and completeness of the products combined in a single package.
- b. Price, consumers' perception of the affordability of the package price compared to the unit price.
- c. Promotion, measuring the attractiveness of bundling offers as a form of sales promotion.

2.1.3. Odd Price

2.1.3.1. Definition of Odd Price

According to (Al-Asror et al., 2023), odd price is a pricing strategy that uses odd numbers or number slightly below even numbers. According to (Nguyen, Heeler, dan Tellis) in the study (Hendu & Supariyani, 2019), odd price is setting an odd price or slightly below the predetermined price with the aim that psychologically, buyers will think the product they are going to buy is cheaper.

According to (Tjiptodjojo, 2012), odd price is a price that is slightly lower than the usual price, and this price can influence a person's psychology, so odd price is also called psychological pricing. From the above definition, it can conclude that odd price is a pricing strategy that uses odd numbers or values slightly below even numbers (Rp 9,900). This strategy is applied to influence consumers' psychological perceptions, so that they consider the price to be cheaper and more affordable.

2.1.3.2. Odd Price Indicators

According to (Hehanusa, 2023) there are several odd price indicators, namely:

- a. Quality for consumers, odd price can reflect the quality of the product itself.
- b. Value for customers, the value obtained by consumers from products with odd price.

According to Swasta dan Irawan (2000) in the study (Hanafia & Permada, 2023) there are several odd price indicators, namely:

- a. Consumer behavior in shopping, consumer response to the use of odd price in the shopping process.
- b. Product Display, the effectiveness of odd price on products in attracting attention and making it easier for consumers to understand price information.
- c. Consumer goods, consumer acceptance of the application of odd price on consumer products, especially products that are frequently purchased and do not require lengthy consideration.

2.1.4. Purchase Intention

2.1.4.1. Definition of Purchase Intention

According to (Yohana Dian Puspita & Ginanjar Rahmawan, 2021), purchase intention is a thought that arises due to feelings of interest and desire to own a particular good or service. According to (Lisdiani & Annisa, 2022), purchase intention is behavior that arises as a response to a product, indicating a person's interest or intention to buy. According to

Mahsun and Indarwati (2022) in research (Juliana et al., 2023), purchase intention is a thought process that forms an impression, whereby the intention to buy creates a drive in a person's mind that gives rise to a strong desire in a person who ultimately has to fulfill that desire and realize it. According to Arini and Sudiksa (2018) in research (Ayu et al., 2022), purchase intention is all activities, actions, and psychological processes that drive such actions and psychological processes that drive such actions before purchasing.

Meanwhile, according to Bougenvile & Ruswanti (2017) in research (Juliana et al., 2023), purchase intention is form of consumer behavior that involves wanting to buy or choose a product based on experience, usefulness, and desire for a product. According to Revzani (2012) in research (Sinambela et al., 2022), purchase intention is a desire that grows in consumers to buy a product.

From the above definition, it can be concluded that purchase intention is a motivation or behavioral tendency that arises in consumers as a result of a process of thinking and psychological response to a product or service. Purchase intention is formed from interest, experience, perceived usefulness, and the desire to choose a product, which then drives consumers towards a purchase decision.

2.1.4.2. Factors Influence Purchase Intention

According to Suryaputri & Kurniawati (2020) in research (Juliana et al., 2023) the factors that influence purchasing intention are:

- a. Website Quality is so important factor that has its own value for consumers.
- b. Service quality focus on meeting consumer needs.
- c. Product quality refers to the ability of a product to satisfy consumer desires.

2.1.4.3. Purchase Intention Indicators

According to (Yohana Dian Puspita & Ginanjar Rahmawan, 2021), purchase intention can be measured using the following indicators:

- a. Desire to buy, reflects the consumer's interest and attraction toward a product, indicating the emergence of a desire to purchase after evaluating the product.
- b. Belief in making a wise purchase, shows the consumer's confidence that purchasing the product is a correct and beneficial decision, which encourages the intention to buy.
- c. Willingness to purchase, represents the consumer's readiness and seriousness to purchase a product, indicating a stronger level of purchase intention.

Meanwhile, according to McClelland (2016) in study (Mulyaputri, 2021) purchase intention indicators include :

- a. Find information about the product, describes the consumer's effort to seek information related to the product before making a purchase decision.

- b. Consider buying the product, reflects the consumer's evaluation process in assessing whether the product meets their needs and preference.
- c. Intending to purchase, shows the consumer's final intention and commitment to purchase the product.

2.2. Conceptual Framework

The conceptual framework is the result of critical thinking in estimating the research results to be achieved. The independent variables in this study are price bundling (X1) and odd price (X2). The dependent variable is purchase decision (Y), and intervening variable is purchase intention (Z).

2.2.1. The Influence of Price Bundling on Purchase Intention

Price bundling is a marketing strategy that combines several products or service into one package at a lower price than if they were sold separately (Riansyah et al., 2024). This strategy can provide a higher perception of value for consumers because they get greater benefits in terms of price and product quantity.

For consumers who tend to be sensitive to price and value, the application of price bundling can increase interest in the product and encourage purchase intention. As revealed in the research by Lauren Munger & Grewel (2001) in (Hanafia & Permada, 2023), the determination of price bundling can increase consumer purchase intention.

This aligns with the findings of the study (Wijaya & Kinder, 2020), which concluded that price bundling significantly influences purchase intention. Therefore, the more attractive the price bundling offers provided by Richeese Factory, the greater the purchase interest among Gen Z consumers.

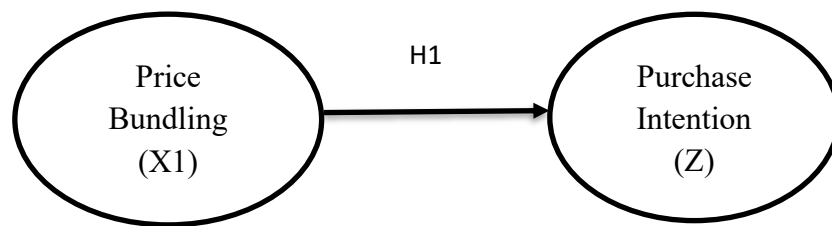


Figure 2.1
The Influence of Price Bundling on Purchase Intention

2.2.2. The Influence of Odd Price on Purchase Intention

The application of odd price strategies can create the impression that the price is more affordable in the minds of consumers, thereby increasing initial interest in the product offered. Prices that use odd price are often perceived as cheaper, even though the difference is relatively small. This perception encourages consumers to view the product as a more economical and viable option.

Positive price perceptions play an important role in fostering purchase intention, as consumers feel that the price offered is in line with their capabilities and expectations. When consumers perceived the price as favorable, their tendency to buy increases.

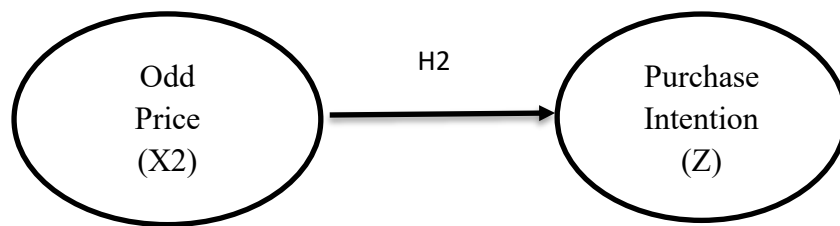


Figure 2.2
The Influence of Odd Price on Purchase Intention

2.2.3. The Influence of Price Bundling on Purchase Decision

The price bundling strategy is designed to influence how consumers assess the price and value of a product by offering several products in one package at a relatively more affordable price than purchasing them separately (Maghfiroh, 2024). This strategy encourages consumers to feel that they are getting a bigger deal, thereby strengthening their confidence in making a purchase decision.

Price bundling not only provides a perception of savings but also simplifies the consumer decision-making process because the product choices are packaged together. This reduces consumer hesitation in evaluating the individual prices of each product, allowing purchase decisions to be made quickly and confidently.

This is in line with the results of the study (Agung et al., 2022), which concluded that the price bundling has a positive effect on purchasing decisions. The study conducted (Riansyah et al., 2024) that price bundling influences purchasing decisions. And the study conducted (Zuhida et al., 2024) concluded that price bundling has a significant effect on purchase decision variables.

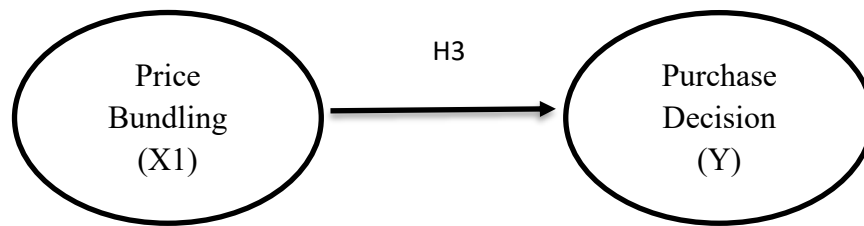


Figure 2.3
The Influence of Price Bundling on Purchase Decision

2.2.4. The Influence of Odd Price on Purchase Decision

Odd price is form of psychological pricing strategy that uses odd numbers with the aim of influencing consumers' perception of price. The odd price strategy can attract consumers' attention due to the psychological effect it creates. One such effect is the creation of a cheaper price image, so that consumers tend to perceive the price as having been discounted. This lower price perception indirectly has a strong influence on consumers in determining their decision to purchase a product.

This is supported by the results of a study (Al-Asror et al., 2023), which concluded that odd pricing has a significant and positive effect on purchasing decisions. And the results of a study (Agustin et al., 2025), concluded that odd price have a significant and positive effect on purchasing decisions. Thus, the application of odd price strategies to products or services offered can be a driving factor for consumers in determining their purchasing decisions.

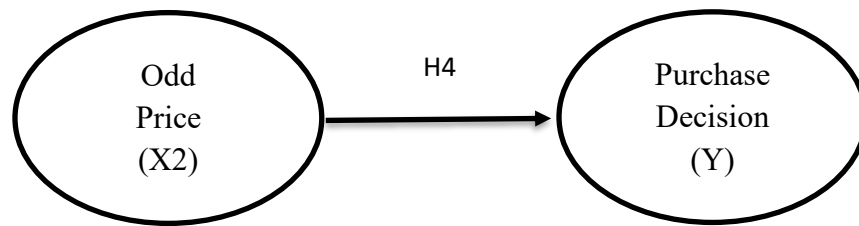


Figure 2.4
The Influence of Odd Price on Purchase Decision

2.2.5. The Influence of Purchase Intention on Purchase Decision

During the evaluation process, a person will make a series of choices regarding the product they want to buy. The interest that arises in making a purchase creates a motivation that remains stored in their mind and becomes a very strong activity that ultimately achieves what is in their mind, thus giving rise to purchasing interest in the decision-making process. (Aprelyani & Ali, 2024).

This is supported by the findings of (Aprelyani & Ali, 2024), concluded that purchase interest has a positive effect on purchase decision.

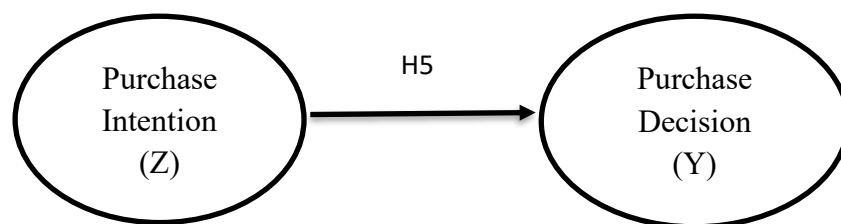


Figure 2.5
The Influence of Purchase Intention on Purchase Decision

2.2.6. Purchase Intention Mediates the Influence of Price Bundling on Purchase Decision

Price bundling strategies can create a higher perception of value because consumers feel they are getting greater benefits and savings. This perception of value because the initial stimulus that drives consumer interest and intention to purchase the product being offered.

In the decision-making process, purchase intention acts as a psychological stage before consumers actually make a purchase. When consumers assess price bundling offers as something that is profitable and suits their needs, their interest in buying will increase. Strong buying interest then encourages consumers' to continue the evaluation process and make a real purchase decision.

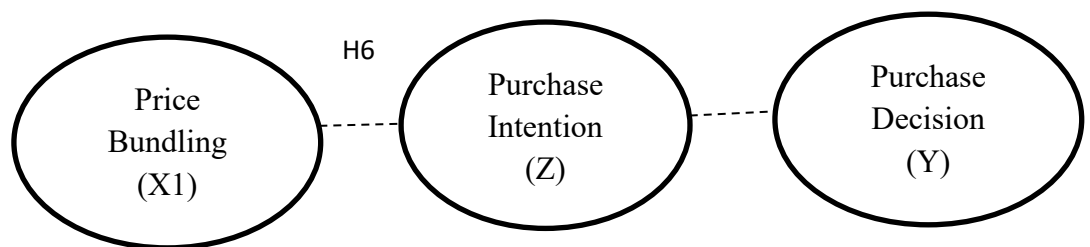


Figure 2.6
Purchase Intention Mediates the Influence of Price Bundling on Purchase Decision

2.2.7. Purchase Intention Mediates the Influence of Odd Price on Purchase Decision

Odd price is a pricing strategy that utilizes odd numbers or prices that are slightly below even numbers, creating a psychological impression of lower prices. This strategy can influence consumers' perceptions of price affordability, making products more attractive and worth considering.

Positive price perceptions resulting from the application of odd price can encourage purchase intention, which is the tendency or intention of consumers to buy a product. When consumers feel that the price offered is within their means and provides good value, their interest in buying will increase. This interest in buying then becomes the basis that strengthens consumers' confidence in making purchasing decisions.

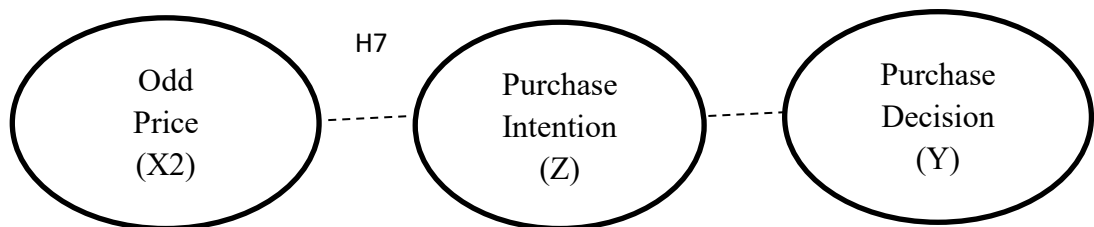


Figure 2.7
Purchase Intention Mediates the Influence of Odd price on Purchase Decision

The conceptual framework in this study was developed based on a reviews of relevant theories and previous research findings. This study assumes that pricing strategies are one of the important factors in consumer behavior in the decision-making process. Price bundling and odd price strategies are considered capable of creating perceived value and affordability that can increase consumer purchase intention. Furthermore, purchase intention acts as an intervening variable that bridges the influence of pricing strategies on purchase decisions. Based on this thinking, a conceptual framework was developed that described the relationship between price bundling and odd price on purchase decisions through purchase intention as intervening variable.

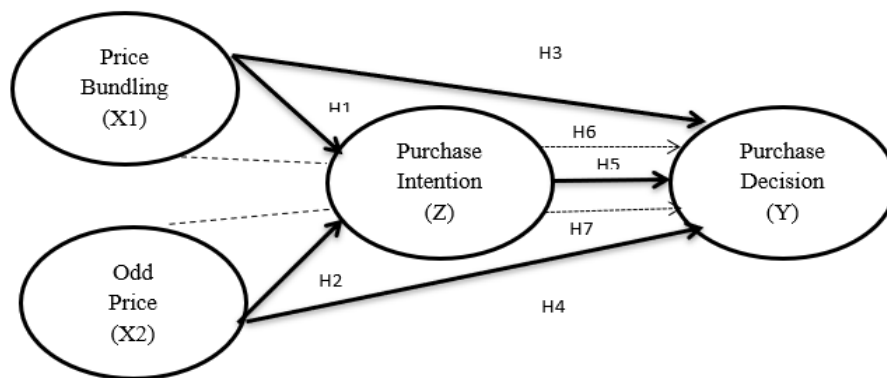


Figure 2.8
Conceptual Framework

2.3. Research Hypothesis

Based on the problem formulation presented, the following hypotheses can be formulated:

1. H1 : Price bundling influences purchase intention among Gen Z consumers of Richeese Factory products In Medan.
2. H2 : Odd price influences purchase intention among Gen Z consumers of Richeese Factory products In Medan.
3. H3 : Price bundling influences purchase decision among Gen Z consumers of Richeese Factory products In Medan.
4. H4 : Odd price influences purchase decision among Gen Z consumers of Richeese Factory products In Medan.
5. H5 : Purchase intention influences purchase decision among Gen Z consumers of Richeese Factory products In Medan.

6. H6 : Price bundling influences purchase decision through purchase intention as an intervening on Gen Z consumers of Richeese Factory products In Medan.
7. H7 : Odd price influences purchase decision through purchase intention as an intervening on Gen Z consumers of Richeese Factory products In Medan.

CHAPTER 3

RESEARCH METHODOLOGY

3.1. Type of Research

This type of research is quantitative research with an associative approach (Ummah et al., 2024). According to Sugiyono (2018) in the study (Kumesan et al., 2021) “An associative approach is the relationship or influence between two or more variables”. This approach was chosen because this research examines the cause and effect between the variables of price bundling (X1) and odd price (X2) on purchase decision (Y) with purchase intention (Z) as the intervening variable.

Data analysis is quantitative or statistical in nature with the aim of testing the established hypothesis. The data source used is primary data obtained by distributing questionnaires online (Ummah et al., 2024).

3.2. Operational Definitions

An operational definition is a guideline on how a variable is measured to determine the quality of measurement in a study. The following are the operational definitions of variables in this study:

Table 3.1 Variable Indicators

Variable	Operational Definition	Indicator	Scale
Purchase Decision (Y)	Purchase decision is a process of thinking and consumer behavior	a. Stability in choosing a product, which is the consumer's belief in a	Likert

Variable	Operational Definition	Indicator	Scale
	<p>in choosing one product from various available alternatives. This process involves consideration of various factors, such as product type, brand, quantity, time manufacture, and payment methode. Purchase decision also reflect the final actions of consumers in determining the choice that is considered most capable of satisfying and providing satisfaction to consumers.</p>	<p>product that is considered high-quality and valuable.</p> <p>b. Brand-based purchasing decisions, which refer to consumers' tendency to choose preferred brands.</p> <p>c. Purchase decisions based on recommendations, which is the influence of others' suggestions in encouraging purchases.</p> <p>d. Purchase decisions based on needs and desires, which are purchases made according to consumer needs and preferences.</p> <p>(Riansyah et al., 2024)</p>	
Price Bundling (X1)	<p>Price bundling is a pricing strategy carried out by combining two or more different products or service into a single sales package at a certain price.</p>	<p>a. Price affordability, where price bundling offers two or more products at a lower price in on package.</p> <p>b. Price suitability, where price bundling is in line with the quality of the products offered and can satisfy consumers.</p>	Likert

Variable	Operational Definition	Indicator	Scale
		(Dominique-Ferreira & Antunes, 2020)	
Odd Price (X2)	<p>Odd price is a pricing strategy that uses odd numbers or values slightly below even numbers (Rp 9,900). This strategy is applied to influence consumers' psychological perceptions, so that they consider the price to be cheaper and more affordable.</p>	<p>a. Quality for customers, odd price can reflect the quality of the product itself.</p> <p>b. Value for customers: the value obtained by consumers from products with odd price. (Hehanusa, 2023)</p>	Likert
Purchase Intention (Z)	<p>Purchase intention is a motivation or behavioral tendency that arises in consumers as a result of a process of thinking and psychological response to a product or service. Purchase intention is formed from interest, experience, perceived usefulness, and the desire to choose a product, which then</p>	<p>a. Find information about the product, describes the consumer's effort to seek information related to the product before making a purchase decision.</p> <p>b. Consider buying the product, reflects the consumer's evaluation process in assessing whether the product meets their needs and preference.</p>	Likert

Variable	Operational Definition	Indicator	Scale
	drives consumers towards a purchase decision.	c. Intending to purchase, shows the consumer's final intention and commitment to purchase the product. (Mulyaputri, 2021),	

3.3. Place and Time of Research

3.3.1. Place of Research

This research was conducted in the city of Medan. The selection of the research location was based on the respondents' place of residence, namely Gen Z who live in the city of Medan.

3.3.2. Time of Research

The research period from August 2025 to April 2026. The research activity plan is as follows:

Table 3.2 Research Plan

No	Research Activity	Month/Year																							
		Nov 2025				Dec 2025				Jan 2026				Feb 2025				Mar 2026				Apr 2026			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
1	Submission Tittle				■																				
2	Preliminary Research					■	■	■																	
3	Preparation Proposal							■	■	■	■	■	■												
4	Guidance Proposal													■	■										
5	Seminar Proposal																			■					
6	Guidance Thesis																				■	■	■		

$$n = \frac{Z^2 P (1-P)}{d^2}$$

Where:

n = sample size

Z = z-score at 95% confidence level = 1.96

e = maximum estimate = 0,5

d = margin of error (sampling error) = 10% or 0,1

Using the formula above, the sample size to be used can be calculated as follows:

$$n = \frac{(1.96)^2 \times 0.5 \times (1-0.5)}{(0.1)^2}$$

$$n = \frac{3.8416 \times 0.25}{0.01}$$

$$n = \frac{0,9604}{0.01}$$

$$n = 96.04 = \mathbf{100}$$

Based on the result of the Lemeshow formula calculating, the sample value (n) obtained is 96.04, which is then rounded up to 100 people.

3.5. Data Collection Techniques

The techniques used to collect data in this research is:

3.5.1. Questionnaire

According to (Gunarsih & Tamengkel, 2021), a questionnaire is a data collection technique conducted by providing respondents with a set of

statements to answer. In this research, data collection was carried out by distributing questionnaire to respondents who had been determined as the research sample. The questionnaire was compiled based on indicators from each research variable and aimed to obtain primary data directly from respondents. Primary data is data obtained directly from the main source (Kumesan et al., 2021).

Respondents' answer were measured using a Likert scale. The Likert scale is used to measure the behavior, views, and responses of an individual or group of people regarding social phenomena (Lisdiani & Annisa, 2022). In this research used a 5-point scale to indicate agreement or disagreement with the statement (Bakti et al., 2020). The following is the Likert scale table (Bakti et al., 2020):

Tabel 3.3 Likert Scale

Statement	Score
1. Strongly Agree	5
2. Agree	4
3. Disagree Less	3
4. Disagree	2
5. Strongly Disagree	1

Source: (Bakti et al., 2020):

3.6. Data Analysis Techniques

3.6.1. Descriptive Statistical Analysis

According to (Sugiyono, 2011) in the study (Rofiko, 2024), descriptive statistical analysis is a method used to describe or provide an

overview of the data that has been collected without making inferences or generalizations to a larger population. This analysis aims to present clear and concise information about the characteristics of the existing data. Descriptive statistical analysis includes calculating various data, such as the lowest score, highest score, range, mode, mean, median, and others.

Meanwhile, according to (Ferdinand,2014) in the study (Dewi, 2022), descriptive analysis is used to provide an empirical description based on the data collected in the study. In short, descriptive analysis is useful for providing an overview of the data has been obtained.

Tabel 3.4 Interpretation of Index Values

Index Values	Interpretation
10.00 – 40.00	Low
40.01 – 70.00	Medium
70.01 – 100	High

Source: (Dewi, 2022)

3.6.2. Inferential Statistical Analysis

According (Sugiyono, 2019) in the study (Dewi, 2022), inferential analysis is a statistical technique used to analyze sample data and the results can be concluded as a population. In this inferential analysis, researchers use data collection techniques using Partial Least Square – Structural Equation Model (SEM-PLS). Structural equation modeling (SEM) based on variance can simultaneously test measurement models and structural models. Measurement models are used to test validity and

reliability, while structural models are used to test causality (testing hypotheses with prediction models) (Akbar, 2025).

The purpose of using Partial Least Square (PLS) is to make predictions. These predictions are used to predict the relationship between constructs, as well as to help researchers and their research obtain latent variable values. Latent variables are linear aggregates of their indicators. Weight estimates for creating latent variable tail components are obtained based on how inner model (structural model connecting latent variables) and outer model (measurement model, i.e., the relationship between indicators and their constructs) are specified. The result is that the residual variance of the dependent variables (both latent variables and indicators) is minimized.

PLS is a powerful analysis model because its is not based on many assumptions and the data does not have to be multivariate normally distributed (indicators with categorical, ordinal, interval, and ratio scales can be used in the same model). Structural model testing in PLS is performed using Smart PLS ver. 3 for Windows software.

According to (Siregar, 2023), there are two stages for analyzing SEM-PLS, namely measurement model analysis (outer model), structural model analysis (inner model), and hypothesis testing. In the Partial Least Square (PLS) method, the analysis techniques used are as follows:

3.6.2.1. Outer Model Analysis

Outer model analysis is conducted to ensure that the measurements used are suitable for measurement (valid and reliable) . This model analysis

specifies the relationship between latent variables and their indicators. Outer model analysis can be seen from several indicators (Siregar, 2023):

1. Convergent Validity

Convergent Validity is an indicator that assesses the correlation between item scores or component scores and construct scores, which can be seen from the standardized loading factor that describes the magnitude of the correlation between each measurement item (indicator) and its construct. An individual reflexive measure is considered high if it correlates > 0.7 with the construct being measured, while an outer loading value between $0.5 - 0.6$ is considered sufficient.

2. Discriminant Validity

Discriminant Validity is a measurement model in which reflective indicators are assessed based on crossloading measurements with construct. If the correlation between the construct and the measurement item is greater than that of other construct measures, then it indicates other block measures. Meanwhile, according to another model, it is the square root of of Average Variance Extracted (AVE).

3. Composite Reliability

Composite Reliability is an indicator for measuring a construct that can be seen in the latent variable coefficient view. To evaluate 60 composite reliabilities, there are two measuring instruments, namely internal consistency and Cronbach's alpha. With these measurements, if the value achieved is > 0.70 , it can be said that the construct has high reliability.

4. Cronbach's Alpha

Cronbach's Alpha is a reliability test that is carried out as a result of composite reliability. A variable can be declared reliable if the Cronbach's Alpha value is $> 0,7$. Meanwhile, according to (Alvin et al., 2023), Cronbach's Alpha values of 0.6 or higher are considered acceptable and reliable.

3.6.2.2. Inner Model Analysis

Structural model analysis (inner model) is usually also referred to as (inner relation), structural model, and substantive theory). Structural model analysis (inner model) uses two tests, namely (1) R-Square, (2) F-Square (Siregar, 2023) :

1. R-Square

R-Square is a measure of the proportion of variation in the dependent variable (endogenous) that is explained by the independent variables (exogenous). It is useful for predicting whether a model is good or bad (Siregar, 2023). According to (Siregar, 2023), the criteria for R-Square are:

- a) If the R-Square value is $0.75 \rightarrow$ The model is strong
- b) If the R-Square value is $0.50 \rightarrow$ The model is moderate
- c) If the R-Square value is $0.25 \rightarrow$ The model is weak

2. F-Square

F-Square is a measure used to assess the relative (exogenous) on the influenced variable (endogenous). Changes in the R^2 value when a particular exogeneous variable is removed from the model can be used

to evaluate whether the remove variable has a substantial impact on the endogeneous construct (Siregar, 2023). According to (Siregar, 2023), the criteria for F-Square are as follows:

- a) If the F^2 value is 0.02, it indicates a small effect of the exogenous variable on the endogenous variable.
- b) If the F^2 value is 0.15, it indicates a moderate/severe effect of the exogenous variable on the endogenous variable.
- c) If the F^2 value is 0.35, it indicates a large of the exogenous variable on the endogenous variable.

3.6.2.3. Hypotesis Testing

Hypothesis testing consists of there sub-analyses, namely: (a) direct effect, (b) indirect effect, dan (c) total effect (Siregar, 2023):

1. Direct Effect

The purpose of direct effect analysis is to test the hypothesis of the direct effect of an influencing variable (exogenous) on the effected variable (endogenous). The criteria for testing the direct effect hypotesis are based on probability/significance value (P-Value): (1) if the P-Value < 0.05 , then it is significant; and (2) if the P-Value is > 0.05 , then it is not significant (Siregar, 2023).

2. Indirect Effect

The pupose of indirect effect analysis is to test hypothesis of the indirect influence of an influencing variable (exogeneous) on an influenced variable (endogenous) mediated by an intervening variable (mediator variable) (Siregar, 2023). According to (Siregar, 2023), the

criteria for determining indirect effects are: (1) if the P-Values < 0.05 , then it is significant, meaning that the mediator variable mediates the effect of the exogeneous variable on the endogeneous variable. In other words, the effect is indirect and (2) if the P-Values > 0.05 , then it is not significant, meaning that the mediator variable does not mediate the effect of the exogenous variable.

3. Total Effect

The total effect is the sum of the direct effect and indirect effect (Siregar, 2023).

CHAPTER 4

RESEARCH RESULT

4.1 Research Result

4.1.1 Description of Research

In this study, data were collected by distributing questionnaires to respondents. The research instrument consisted of several statements representing each research variable, namely 8 statements for the price bundling variable (X1), 8 statements for the odd price variable (X2), 16 statements for the purchase decision variable (Y), and 12 statements for the purchase intention variable (Z).

The questionnaire was distributed to Gen Z residents of Medan who expressed an interest in purchasing Richeese Factory products. The sample size for this study was determined using the Lemeshow formula, resulting in a minimum sample size of 100 respondents. However, during the study, a total of 105 respondents were successfully recruited. Thus, the number of respondents used in this study met and even exceeded the required minimum sample size.

4.1.2 Respondent Identity

The data in the tables below show the respondents' demographics, including age, gender, and experience purchasing Richeese Factory products,

1. Respondent by Age

Respondent identity based on age can be seen in the following table:

Table 4.1 Respondeny by Age

No	Category	Number of Responden	Persentase
1	18-20 year	13	12.38%
2	21-23 year	79	75.24%
3	24-26 year	7	6.67%
4	27-28 year	6	5.71%
	Amount	105	100%

Source: Questionnaire Processing Result (2026)

Based on the table above, the number of respondents aged 18-20 years was 13 people with a percentage of 12.38%, for respondents aged 21-23 years was 79 people with a percentage of 75.24%, for respondents aged 24-26 years was 7 people with a percentage of 6.67%, and for respondents aged 27-28 years was 6 people with a percentage of 5.71%.

2. Respondent by Gender

Respondent identity based on gender can be shown in the following table:

Table 4.2 Respondent by Gender

No	Category	Number of Responden	Persentase
1	Male	12	11.43%
2	Female	93	88.57%
	Amount	105	100%

Source: Questionnaire Processing Result (2026)

Based on the table above, the number of male respondents was 12 and the number of female respondents was 93. Expressed as a percentage, male

respondents accounted for 11.43% and female respondents for 88.57%. Therefore, the respondents in this study were predominantly female.

3. Respondent by Purchasing Experience

Respondents identities based on their purchasing experience can be shown in the following table:

Tabel 4.3 Respondent by Purchasing Experience

No	Category	Number of Responden	Persentase
1	Quite often to several times	4	3.81%
2	At least once a week	5	4.76%
3	At least once a month	32	30.48%
4	Yes, at least once every 3-6 months	47	44.76%
5	Yes, but it was a long time ago	17	16.19%
	Amount	105	100%

Source: Questionnaire Processing Result (2026)

Based on the table above, the number of respondents based on their purchasing frequency shows that 4 respondents (3.81%) make purchases fairly often or several times a month; 5 respondents (4.76%) make purchases at least once a week; respondents who make purchases at least once a month number 32 people, accounting for 30.48%; respondents who make purchases at least once every 3–6 months number 47 people, accounting for 44.76%; meanwhile, respondents who have made purchases but not recently number 17 people, accounting for 16.19%. Thus, it can be concluded that the majority of respondents in this study have purchasing experience within a 3–6-month timeframe.

4.1.3 Analysis of Research Variables

1. Purchase Decision Variable (Y)

Based on a questionnaire distributed to Gen Z individuals in Medan who are interested in Richeese Factory products, the following frequency values of respondents' answers regarding the purchase decision variable were obtained:

Table 4.4 Questionnaire Scores for Purchase Decision

Alternative Answers												
No	SS		S		KS		TS		STS		Amount	
	F	%	F	%	F	%	F	%	F	%	F	%
1	36	34.29	62	59.05	6	5.71	1	0.95	-	-	105	100
2	35	33.33	52	49.53	16	15.24	2	1.90	-	-	105	100
3	28	26.67	42	40.00	26	24.77	6	5.71	3	2.85	105	100
4	16	15.24	38	36.19	40	38.10	8	7.61	3	2.85	105	100
5	27	25.71	63	60.00	15	14.29	-	-	-	-	105	100
6	38	36.19	59	56.19	7	6.67	1	0.95	-	-	105	100
7	27	25.71	69	65.71	7	6.67	2	1.90	-	-	105	100
8	35	33.33	59	56.19	8	7.62	2	1.90	1	0.95	105	100
9	24	22.86	67	63.81	7	6.67	5	4.76	2	1.90	105	100
10	26	24.77	62	59.05	11	10.48	4	3.80	2	1.90	105	100
11	25	23.81	51	48.57	24	22.86	5	4.76	-	-	105	100
12	23	21.90	62	59.05	12	11.42	7	6.67	1	0.95	105	100
13	34	32.38	62	59.05	7	6.67	1	0.95	1	0.95	105	100
14	20	19.04	74	70.48	9	8.58	2	1.90	-	-	105	100
15	31	29.52	67	63.81	6	5.71	1	0.95	-	-	105	100
16	30	28.58	68	64.76	6	5.71	1	0.95	-	-	105	100

Source: Questionnaire Processing Result (2026)

Based on Table 4.4, for Statement 1, out of 105 respondents, 36 (34.29%) selected “strongly agree,” 62 (59.05%) selected “agree,” 6 (5.71%) selected “disagree less,” and 1 (0.75%) selected “disagree.” From

this statement, the highest frequency was in the “agree” category, indicating that consumers felt confident in their decision to purchase products at Richeese Factory.

Statement 2 shows that out of 105 respondents, 35 (33.33%) selected “strongly agree,” 52 (49.53%) selected “agree,” 66 (15.24%) selected “disagree less,” and 2 (1.90%) selected “disagree.” From this statement, the highest frequency was in the “agree” category, indicating that consumers have no hesitation in choosing menu items when purchasing at Richeese Factory.

Statement 3 shows that out of 105 respondents, 28 (26.67%) selected “strongly agree,” 42 (40.00%) selected “agree,” 26 (24.77%) respondents selected “disagree less,” 6 (5.71%) respondents selected “disagree,” and 3 (2.85%) respondents selected “strongly disagree.” Among these responses, the highest frequency was in the “agree” category, indicating that consumers tend to choose the same menu items when visiting Richeese Factory.

Statement 4 shows that out of 105 respondents, 16 (15.24%) strongly agree, 38 (36.19%) agree, 40 (38.10%), disagree less, 8 (7.61%) disagree, and 3 (2.85%) respondents chose “strongly disagree.” From this statement, the highest frequency was in the “agree” category, indicating that consumers tend to continue choosing to buy at Richeese Factory when they want to purchase fast food.

Statement 5 indicates that out of 105 respondents, 27 (25.71%) selected “strongly agree,” 63 (60.00%) selected “agree,” and 15 (14.29%) selected

“disagree less.” From this statement, the highest frequency was in the “agree” category, indicating that consumers decide to buy at Richeese Factory because the brand is trusted.

Statement 6 shows that out of 105 respondents, 38 (36.19%) selected “strongly agree,” 59 (56.19%) selected “agree,” 7 (6.67%) selected “disagree,” and 1 (0.95%) selected “strongly disagree.” From this statement, the highest frequency was in the “agree” category, indicating that Richeese Factory’s brand reputation influences consumer purchases.

Statement 7 shows that out of 105 respondents, 27 (25.71%) strongly agree, 69 (65.71%) agree, 7 (6.67%) disagree less, and 2 (1.90%) disagree. From this statement, the highest frequency was in the “agree” category, indicating that consumers tend to choose to buy at Richeese Factory because the brand has a good image.

Statement 8 shows that out of 105 respondents, 35 (33.33%) selected “strongly agree,” 59 (56.19%) selected “agree,” 8 (7.62%) respondents chose “disagree less,” 2 (1.90%) respondents chose “disagree,” and 1 (0.95%) respondent chose “strongly disagree.” From this statement, the highest frequency was in the “agree” category, indicating that the Richeese Factory brand instills confidence in purchasing its products.

Pernyataan 9 menunjukkan bahwa dari 105 responden, 24 (22.86%) diantaranya memilih sangat setuju, 67 (63.81%) responden memilih setuju, 7 (6.67%) responden memilih kurang setuju, 5 (4.76%) responden memilih tidak setuju, dan 2 (1.90%) responden memilih sangat tidak setuju. Dari pernyataan tersebut, frekuensi tertinggi berada pada kategori jawaban

setuju bahwa rekomendasi dari teman atau keluarga mempengaruhi keputusan pembelian di Richeese Factory.

Statement 9 shows that out of 105 respondents, 24 (22.86%) selected “strongly agree,” 67 (63.81%) selected “agree,” 7 (6.67%) selected “disagree less,” 5 (4.76%) selected “disagree,” and 2 (1.90%) respondents chose “strongly disagree.” From this statement, the highest frequency was in the “agree” category, indicating that recommendations from friends or family influence purchasing decisions at Richeese Factory.

Statement 10 shows that of the 105 respondents, 26 (24.77%) strongly agree, 62 (59.05%) agree, 11 (10.48%) disagree less, 4 (3.80%) disagree, and 2 (1.90%) respondents chose “strongly disagree.” From this statement, the highest frequency was in the “agree” category, indicating that consumers consider others’ recommendations before deciding to purchase at Richeese Factory.

Statement 11 indicates that out of 105 respondents, 25 (23.81%) strongly agree, 51 (48.57%) agree, 24 (22.86%) disagree less, and 5 (4.76%) disagree, From this statement, the highest frequency was in the “agree” category, indicating that consumers tend to purchase products at Richeese Factory when they receive recommendations from others.

Statement 12 shows that out of 105 respondents, 23 (21.90%) selected “strongly agree,” 62 (59.05%) selected “agree,” 12 (11.42%) respondents chose “disagree less,” 7 (6.67%) respondents chose “disagree,” and 1 (0.95%) respondent chose “strongly disagree.” From this statement, the highest frequency was in the “agree” category, indicating that consumers

are more confident about purchasing at Richeese Factory after receiving recommendations from others.

Statement 13 shows that out of 105 respondents, 34 (32.38%) selected “strongly agree,” 62 (40.00%) selected “agree,” 7 (6.67%) selected “disagree less,” 1 (0.95%) respondent chose “disagree,” and 1 (0.95%) respondent chose “strongly disagree.” From this statement, the highest frequency was in the “agree” category, indicating that consumers decided to purchase products at Richeese Factory because they align with their desires and needs.

Statement 14 shows that out of 105 respondents, 20 (19.04%) selected “strongly agree,” 74 (70.48%) selected “agree,” 9 (8.58%) selected “disagree less,” and 2 (1.90%) selected “disagree.” From this statement, the highest frequency was in the “agree” category, indicating that consumers purchase products at Richeese Factory because the available menu meets their needs.

Statement 15 indicates that out of 105 respondents, 31 (29.52%) selected “strongly agree,” 67 (63.81%) selected “agree,” 6 (5.71%) selected “disagree less,” and 1 (0.95%) selected “disagree.” From this statement, the highest frequency was in the “agree” category, indicating that consumers purchase products at Richeese Factory because the menu offered suits their tastes.

Statement 16 indicates that out of 105 respondents, 30 (28.58%) selected “strongly agree,” 68 (64.76%) selected “agree,” 6 (5.71%) selected “disagree less,” and 1 (0.95%) selected “disagree.” From this

statement, the highest frequency was in the “agree” category, indicating that consumers are interested in purchasing products at Richeese Factory because the available menu options are diverse and meet their needs.

2. Price Bundling Variable (X1)

Based on a questionnaire distributed to Gen Z individuals in Medan who are interested in Richeese Factory products, the following frequency values were obtained for respondents’ answers regarding the price bundling variable:

Table 4.5 Questionnaire Scores for Price Bundling Variable

Alternative Answers												
No	SS		S		KS		TS		STS		Amount	
	F	%	F	%	F	%	F	%	F	%	F	%
1	46	43.81	55	52.39	4	3.80	-	-	-	-	105	100
2	30	28.58	68	64.76	7	6.67	-	-	-	-	105	100
3	39	37.14	61	58.09	5	4.76	-	-	-	-	105	100
4	26	24.77	73	69.52	6	5.71	-	-	-	-	105	100
5	25	23.81	69	65.71	11	10.48	-	-	-	-	105	100
6	32	30.48	67	63.81	6	5.71	-	-	-	-	105	100
7	31	29.52	70	66.67	4	3.80	-	-	-	-	105	100
8	42	40.00	55	52.38	7	6.67	1	0.95	-	-	105	100

Source: Questionnaire Processing Result (2026)

Based on Table 4.5, for Statement 1, out of 105 respondents, 46 (43.81%) strongly agreed, 55 (52.39%) agreed, and 4 (3.80%) disagree less. From this statement, the highest frequency was in the “agree” category, indicating that consumers prefer to purchase set menus rather than individual menu items.

Statement 2 shows that out of 105 respondents, 30 (28.58%) selected “strongly agree,” 68 (64.76%) selected “agree,” and 7 (6.67%) selected “disagree.” For this statement, the highest frequency was in the “agree” category, indicating that menu packages at Richeese Factory help save on expenses.

Statement 3 shows that out of 105 respondents, 39 (37.14%) strongly agree, 61 (58.09%) agree, and 5 (4.76%) disagree less. Regarding this statement, the highest frequency was in the “agree” category, indicating that consumers feel purchasing menu packages at Richeese Factory allows them to get more products at a more economical price.

Statement 4 shows that out of 105 respondents, 26 (24.77%) selected “strongly agree,” 73 (69.52%) selected “agree,” and 6 (5.71%) selected “disagree.” From this statement, the highest frequency was in the “agree” category, indicating that the menu packages at Richeese Factory offer more affordable pricing options.

Statement 5 shows that out of 105 respondents, 25 (23.81%) selected “strongly agree,” 69 (65.71%) selected “agree,” and 11 (10.48%) selected “disagree.” From this statement, the highest frequency was in the “agree” category, indicating that consumers feel the prices of the meal packages at Richeese Factory are commensurate with the benefits received.

Statement 6 shows that out of 105 respondents, 32 (30.48%) selected “strongly agree,” 67 (63.81%) selected “agree,” and 6 (5.71%) selected “disagree.” From this statement, the highest frequency was in the “agree”

category, indicating that consumers feel the package prices are appropriate for the product quality received.

Statement 7 shows that out of 105 respondents, 31 (29.52%) selected “strongly agree,” 70 (66.67%) selected “agree,” and 4 (3.80%) selected “disagree.” From this statement, the highest frequency was in the “agree” category, indicating that consumers consider the prices of packages at Richeese Factory to be worth paying.

Statement 8 shows that out of 105 respondents, 42 (40.00%) selected “strongly agree,” 55 (52.38%) selected “agree,” 7 (6.67%) selected “disagree less,” and 1 (0.95%) selected “disagree.” From this statement, the highest frequency was in the “agree” category, indicating that consumers felt the prices of the meal packages at Richeese Factory were appropriate for the portion of food provided.

3. Odd Price Variables (X2)

Based on the distribution of questionnaires to Gen Z in Medan City who are interested in Richeese Factory products, the frequency values of respondents' answers regarding the odd price variable are as follows:

Table 4.6 Questionnaire Scores for Odd Price Variable

Alternative Answers												
No	SS		S		KS		TS		STS		Amount	
	F	%	F	%	F	%	F	%	F	%	F	%
1	19	18.11	44	41.90	32	30.48	8	7.61	2	1.90	150	100
2	17	16.19	67	63.81	14	13.33	7	6.67	-	-	150	100
3	23	21.90	66	62.86	13	12.39	3	2.85	-	-	150	100
4	22	20.96	67	63.81	10	9.52	6	5.71	-	-	105	100

Alternative Answers												
No	SS		S		KS		TS		STS		Amount	
	F	%	F	%	F	%	F	%	F	%	F	%
5	17	16.19	47	44.77	27	25.71	11	10.48	3	2.85	105	100
6	23	21.90	38	36.19	25	23.81	11	10.48	8	7.61	105	100
7	18	17.14	44	41.91	33	31.42	5	4.76	5	4.76	105	100
8	17	16.19	72	68.57	13	12.39	2	1.90	1	0.95	105	100

Source: Questionnaire Processing Result (2026)

Based on Table 4.6, for Statement 1, out of 105 respondents, 19 (18.11%) strongly agree, 44 (41.90%) agree, 32 (30.48%) disagree less, 8 (7.61%) disagree, and 2 (1.90%) respondents chose “strongly disagree.” From this statement, the highest frequency was in the “agree” category, indicating that consumers often find the price of Rp 29,900 more appealing than Rp 30,000 without compromising the quality received.

Statement 2 shows that out of 105 respondents, 17 (16.19%) selected “strongly agree,” 67 (63.81%) selected “agree,” 14 (13.33%) selected “disagree less,” and 7 (6.67%) selected “disagree.” From this statement, the highest frequency was in the “agree” category, indicating that menu prices ending in an odd number do not reduce the perceived quality of the product.

Statement 3 shows that out of 105 respondents, 23 (21.90%) selected “strongly agree,” 66 (62.86%) selected “agree,” 13 (12.39%) selected “disagree less,” and 3 (2.85%) selected “disagree.” From these statements, the highest frequency was in the “agree” category, indicating that consumers believe menu prices using non-round numbers still offer quality.

Statement 4 shows that out of 105 respondents, 22 (20.96%) selected “strongly agree,” 67 (63.81%) selected “agree,” 13 (12.39%) selected “disagree less,” and 3 (2.85%) selected “disagree.” From this statement, the highest frequency was in the “agree” category, indicating that consumers feel the use of non-round numbers on menus does not affect the quality of the products they receive.

Statement 5 shows that out of 105 respondents, 17 (16.19%) selected “strongly agree,” 47 (44.77%) selected “agree,” 27 (25.71%) selected “disagree less,” 11 (10.48%) respondents chose “disagree,” and 3 (2.85%) respondents chose “strongly disagree.” From this statement, the highest frequency was in the “agree” category, indicating that menu prices ending in an odd number are still perceived as a discount that makes consumers feel they are getting more value for their money.

Statement 6 shows that out of 105 respondents, 23 (21.90%) strongly agree, 38 (36.19%) agree, 25 (23.81%) disagree less, 11 (10.48%) disagree, and 8 (7.61%) respondents chose “strongly disagree.” From this statement, the highest frequency was in the “agree” category, indicating that consumers perceive a price like Rp29,900 as cheaper than Rp30,000.

Statement 7 shows that out of 105 respondents, 18 (17.14%) chose “strongly agree,” 44 (41.91%) respondents chose “agree,” 33 (31.42%) respondents chose “disagree less,” 5 (4.76%) respondents chose “disagree,” and 5 (4.76%) respondents chose “strongly disagree.” From this statement, the highest frequency was in the “agree” category, indicating that the price difference in odd-numbered prices—such as

Rp29,900 compared to Rp30,000—influences how consumers perceive prices.

Statement 8 shows that out of 105 respondents, 17 (16.19%) strongly agree, 72 (68.57%) agree, 13 (23.81%) disagree less, 2 (1.90%) disagree, and 1 (0.95%) respondent selected “strongly disagree.” From this statement, the highest frequency was in the “agree” category, indicating that consumers feel the odd prices set by Richeese Factory are commensurate with the value of the product received.

4. Purchase Intention Variable (Z)

Based on the distribution of questionnaires to Gen Z in Medan City who are interested in Richeese Factory products, the following frequency values of respondents' answers regarding the purchasing interest variable were obtained.

Table 4.7 Questionnaire Scores for Purchase Intention

Alternative Answers												
No	SS		S		KS		TS		STS		Amount	
	F	%	F	%	F	%	F	%	F	%	F	%
1	34	32.38	58	55.23	11	10.48	1	0.95	1	0.95	105	100
2	47	44.77	51	48.57	6	5.71	1	0.95	-	-	105	100
3	41	39.04	55	52.39	7	6.67	2	1.90	-	-	105	100
4	38	36.19	55	52.39	9	8.57	2	1.90	1	0.95	105	100
5	27	25.71	51	48.57	21	20.00	5	4.76	1	0.95	105	100
6	32	30.48	65	61.90	7	6.67	1	0.95	-	-	105	100
7	30	28.57	62	59.04	13	12.39	-	-	-	-	105	100
8	32	30.48	62	59.04	9	5.58	2	1.90	-	-	105	100
9	36	34.29	59	56.19	6	5.71	4	3.80	-	-	105	100

Alternative Answers												
No	SS		S		KS		TS		STS		Amount	
	F	%	F	%	F	%	F	%	F	%	F	%
10	37	35.23	62	59.05	5	4.76	1	0.95	-	-	105	100
11	21	20.00	53	50.48	20	19.04	10	9.52	1	0.95	105	100
12	28	26.67	38	36.19	33	31.42	5	4.76	1	0.95	-	100

Source: Questionnaire Processing Result (2026)

Based on Table 4.7, Statement 1 shows that out of 105 respondents, 34 (32.38%) choose “strongly agree,” 58 (55.23%) “agree,” 11 (10.48%) selected “disagree less,” 1 (0.95%) respondent chose “disagree,” and 1 (0.95%) respondent chose “strongly disagree.” From this statement, the highest frequency was in the “agree” category, indicating that consumers seek information about Richeese Factory products before deciding to purchase.

Statement 2 shows that out of 105 respondents, 47 (44.77%) selected “strongly agree,” 51 (48.57%) “agree,” 6 (5.71%) selected “disagree less,” and 1 (0.95%) selected “disagree.” Among these statements, the highest frequency was in the “agree” category, indicating that consumers are interested in learning about the promotions or packages offered by Richeese Factory.

Statement 3 indicates that out of 105 respondents, 41 (39.04%) selected “strongly agree,” 55 (52.39%) selected “agree,” 7 (6.67%) selected “disagree less,” and 2 (1.90%) selected “disagree.” From this statement, the highest frequency was in the “agree” category, indicating that consumers check the menu and prices of Richeese Factory products before deciding to purchase.

Statement 4 shows that out of 105 respondents, 38 (36.19%) selected “strongly agree,” 55 (52.39%) selected “agree,” 9 (8.57%) selected “disagree less,” 2 (1.90%) selected “disagree,” and 1 (0.95%) respondent selected “strongly disagree.” Among these statements, the highest frequency was in the “agree” category regarding the claim that consumers seek information about the menu or products via social media before deciding to purchase.

Statement 5 shows that out of 105 respondents, 27 (25.71%) strongly agree, 51 (48.57%) agree, 21 (20.00%) disagree less, 5 (4.76%) disagree, and 1 (0.95%) respondent selected “strongly disagree.” From these results, the highest frequency was in the “agree” category, indicating that Richeese Factory is a consideration when purchasing fast food.

Statement 6 shows that out of 105 respondents, 32 (30.48%) strongly agree, 65 (61.90%) agree, 7 (6.67%) disagree less, and 1 (0.95%) disagree. From these statements, the highest frequency was in the “agree” category regarding consumers considering the suitability of Richeese Factory products to their needs.

Statement 7 indicates that out of 105 respondents, 30 (28.57%) selected “strongly agree,” 62 (59.04%) selected “agree,” and 13 (12.39%) selected “disagree less.” Among these responses, the highest frequency was in the “agree” category, indicating that consumers consider the advantages of Richeese Factory products before deciding to purchase.

Statement 8 shows that out of 105 respondents, 32 (30.48%) selected “strongly agree,” 62 (59.04%) selected “agree,” 9 (5.58%) selected

“disagree less,” and 2 (1.90%) selected “disagree.” Among these statements, the highest frequency was in the “agree” category, indicating that consumers compare Richeese Factory products with other fast-food options before deciding to purchase.

Statement 9 shows that out of 105 respondents, 36 (34.29%) selected “strongly agree,” 59 (56.19%) selected “agree,” 6 (5.71%) selected “disagree less,” and 4 (3.80%) selected “disagree.” From this statement, the highest frequency was in the “agree” category, indicating that consumers intend to purchase Richeese Factory products.

Statement 10 shows that out of 105 respondents, 37 (35.23%) selected “strongly agree,” 62 (59.05%) selected “agree,” 5 (4.76%) selected “disagree less,” and 1 (0.95%) selected “disagree.” From this statement, the highest frequency was in the “agree” category, indicating that consumers have a desire to try Richeese Factory products.

Statement 11 shows that out of 105 respondents, 21 (20.00%) selected “strongly agree,” 53 (50.48%) selected “agree,” 20 (19.04%) selected “disagree less,” 10 (9.52%) respondents chose “disagree,” and 1 (0.95%) respondent chose “strongly disagree.” From this statement, the highest frequency was in the “agree” category, indicating that consumers plan to purchase Richeese Factory products in the near future.

Statement 12 shows that out of 105 respondents, 28 (26.67%) selected “strongly agree,” 38 (36.19%) selected “agree,” 33 (31.42%) selected “disagree less,” 5 (4.76%) selected “disagree,” and 1 (0.95%) respondent selected “strongly disagree.” Among these statements, the highest

frequency was in the “agree” category regarding the statement that consumers tend to choose Richeese Factory products when they want to buy fast food.

4.2 Data Analysis

4.2.1 Outer Model Analysis

The measurement model analysis (outer model) was conducted through four tests: convergent validity, discriminant validity, composite reliability, and Cronbach's alpha. The following is a schematic of the Smart PLS program model with an outer model assessment:

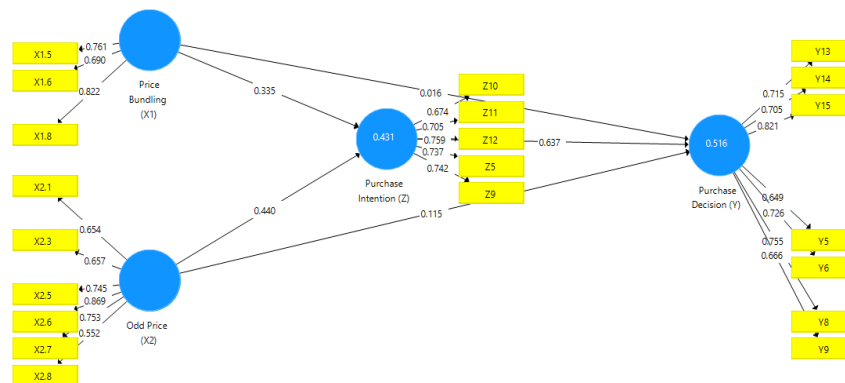


Figure 4.1 Algorithm Test Result (Outer Loading)
 Source: SmartPLS 3 Data Processing Results (2026)

The research results from the Outer Model measurements were obtained as follows:

Table 4.8 Outer Model Test Result

	Composite Reliability	Average Variance Extracted (AVE)
Odd Price (X2)	0.858	0.506
Price Bundling (X1)	0.803	0.577
Purchase Decision (Y)	0.883	0.521
Purchase Intention (Z)	0.846	0.524

Source: SmartPLS 3 Data Processing Results (2026)

Based on Table 4.8, it can be seen that the Composite Reliability values for all variables are as follows: odd pricing (X2) at 0.858, price bundling (X1) at 0.803, purchase decision (Y) at 0.883, and purchase intention (Z) at 0.846. This indicates that all variables have Composite Reliability values above 0.7, so it can be concluded that all constructs in this study have met the reliability criteria.

Additionally, the Average Variance Extracted (AVE) values for each variable are 0.506, 0.577, 0.521, and 0.524. These values indicate that all constructs have an AVE above 0.5, so it can be concluded that the model meets the criteria for convergent validity.

1. Convergent Validity

in the study (Siregar, 2023), the correlation value of reflective indicators with the construct is considered high if it exceeds 0.7. However, in the early stages of scale development, a loading value of 0.5–0.6 is already considered sufficient to meet the requirements for convergent validity.

Table 4.9 Convergent Validity Test Result Data Using Outer Loading

	Odd Price (X2)	Price Bundling (X1)	Purchase Decision (Y)	Purchase Intention (Z)
X1.5		0.761		
X1.6		0.690		
X1.8		0.822		
X2.1	0.654			
X2.3	0.657			
X2.5	0.745			
X2.6	0.869			
X2.7	0.753			
X2.8	0.552			
Y13			0.715	
Y14			0.705	
Y15			0.821	
Y5			0.649	
Y6			0.726	
Y8			0.755	
Y9			0.666	
Z10				0.674
Z11				0.705
Z12				0.759
Z5				0.737
Z9				0.742

Source: SmartPLS 3 Data Processing Results (2026)

Based on the table above, it can be seen that the outer loading values for each indicator meet the established criteria, namely above 0.5. Thus, the construct is considered valid and meets the validity requirements.

The next step is to examine convergent validity using the AVE (Average Variance Extracted) value. According to Mariska (2024), an AVE value of at least 0.5 indicates good convergent validity. The following are the AVE results:

Table 4.10 Convergent Validity Test Result Data Using Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Odd Price (X2)	0.506
Price Bundling (X1)	0.577
Purchase Decision (Y)	0.521
Purchase Intention (Z)	0.524

Source: SmartPLS 3 Data Processing Results (2026)

Based on Table 4.10, it can be concluded that the AVE (Average Variance Extracted) value for the odd price variable is 0.506, for the price

bundling variable is 0.577, for the purchase decision variable is 0.521, and for the purchase intention variable is 0.524. Thus, these results indicate that the data in this study meet the criteria for Convergent Validity or can be considered valid.

The combination of the Eigenloadings analysis and the AVE test indicates that the data in this study are valid and meet the criteria to proceed to the next stage.

2. Discriminant Validity

According to research (Akbar, 2025), discriminant validity refers to the extent to which a construct is truly distinct from other constructs. An indicator must have a higher correlation coefficient with each of its respective constructs compared to the correlation coefficients of other indicators to be considered valid (Mariska, 2024).

Table 4.11 Discriminant Validity Test Result Data Based On Cross Loading

	Odd Price (X2)	Price Bundling (X1)	Purchase Decision (Y)	Purchase Intention (Z)
X1.5	0.339	0.761	0.286	0.347
X1.6	0.252	0.690	0.256	0.315
X1.8	0.362	0.822	0.350	0.496
X2.1	0.654	0.135	0.193	0.332
X2.3	0.657	0.360	0.420	0.388
X2.5	0.745	0.421	0.322	0.451
X2.6	0.869	0.362	0.402	0.476
X2.7	0.753	0.262	0.348	0.411
X2.8	0.552	0.202	0.361	0.395
Y13	0.346	0.250	0.715	0.471
Y14	0.320	0.329	0.705	0.521
Y15	0.374	0.362	0.821	0.594
Y5	0.404	0.300	0.649	0.573
Y6	0.249	0.341	0.726	0.448
Y8	0.374	0.245	0.755	0.524
Y9	0.406	0.153	0.666	0.421
Z10	0.300	0.350	0.470	0.674
Z11	0.379	0.387	0.456	0.705
Z12	0.547	0.368	0.459	0.759
Z5	0.488	0.382	0.566	0.737
Z9	0.374	0.402	0.610	0.742

Source: SmartPLS 3 Data Processing Results (2026)

Based on Table 4.11, it can be seen that the loading values of each indicator on its respective construct are higher than the loading values on other constructs. This indicates that the indicators are effective in reflecting the constructs being measured. Thus, the model meets the criteria for discriminant validity.

The next step involved testing discriminant validity using the Fornell-Larcker Criterion, which compares the square root of the AVE with the correlations between constructs. A construct is considered to meet the criteria for discriminant validity if the square root of the AVE is greater than the correlations between other constructs. The test results are presented in the following table.

Table 4.12 Discriminant Validity Test Result Data Based On Fornell-Larcker Criterion

	Odd Price (X2)	Price Bundling (X1)	Purchase Decision (Y)	Purchase Intention (Z)
Odd Price (X2)	0.712			
Price Bundling (X1)	0.424	0.759		
Purchase Decision (Y)	0.493	0.397	0.722	
Purchase Intention (Z)	0.582	0.522	0.712	0.724

Source: SmartPLS 3 Data Processing Results (2026)

Based on Table 4.12, it can be seen that the square root of the Average Variance Extracted (AVE) for each construct is greater than the other correlations. For example, the odd price variable (X2) yields a value of 0.712, which is higher than the other correlations. Additionally, the price bundling variable yields a value of 0.0759, which is also higher than the other correlations. The same applies to the purchase decision (Y) variable at 0.722 and the purchase intention (Z) variable at 0.724, where all AVE values are greater than the correlations between other constructs.

3. Composite Reliability

According to (Alvin et al., 2023), the composite reliability test is acceptable and deemed valid if the value of each variable meets the requirement of > 0.7 . The results of the composite reliability test are as follows:

Table 4.13 Composite Reliability Result Test

	Composite Reliability
Odd Price (X2)	0.858
Price Bundling (X1)	0.803
Purchase Decision (Y)	0.883
Purchase Intention (Z)	0.846

Source: SmartPLS 3 Data Processing Results (2026)

Based on Table 4.13, it can be seen that all constructs have composite reliability values above 0.7. For example, the odd price variable (X2) has a value of 0.858, price bundling (X1) has a value of 0.803, purchase decision (Y) has a value of 0.883, and purchase intention (Z) has a value of 0.846. These values indicate that each construct meets the reliability criteria.

4. Cronbach's Alpha

According to research (Siregar, 2023), a variable can be considered reliable if it has a Cronbach's Alpha value > 0.70 . Cronbach's Alpha values of 0.60 or higher are acceptable and considered reliable (Alvin et al., 2023).

Table 4.14 Cronbach's Alpha Test Result

	Cronbach's Alpha
Odd Price (X2)	0.799
Price Bundling (X1)	0.639
Purchase Decision (Y)	0.845
Purchase Intention (Z)	0.773

Source: SmartPLS 3 Data Processing Results (2026)

Based on Table 4.14, it is evident that the Cronbach's Alpha values for all variables are above 0.60. The Cronbach's Alpha values for the odd price variable (X2) are 0.799, price bundling (X1) are 0.639, purchase decision (Y) are 0.845, and purchase intention (Z) are 0.773. This indicates that all variables in this study have met the reliability criteria.

4.2.2 Inner Model Analysis

Structural equation modeling analysis uses two tests: (1) R-Square; (2) F-Square. The following are the test results:

1. R-Square

Menurut (Alvin et al., 2023), according to (Alvin et al., 2023), the higher the R-Square value, the better the predictive model of the research. The R-Square value has three criteria: > 0.75 (strong), > 0.50 (moderate), and > 0.25 (weak). The results of the R-Square test can be seen in Table 4.15

Table 4.15 R-Square Test Result

	R Square	R Square Adjusted
Purchase Decision (Y)	0.516	0.502
Purchase Intention (Z)	0.431	0.420

Source: SmartPLS 3 Data Processing Results (2026)

Based on the test results, it can be seen that the R-squared value for the purchase decision variable (Y) is 0.516 and the adjusted R-squared value is 0.502. This indicates that the ability of the independent variables (price bundling and odd pricing) to explain the purchase decision variable (Y) is 51.6%, while the remaining 48.4% is influenced by other variables outside the research model. Thus, this value can be categorized as moderate.

Furthermore, the R-Square value for the purchase decision variable (Z) is 0.431 with an adjusted R-Square value of 0.420. This means that the independent variables (price bundling and odd pricing) can explain the purchase intention variable (Z) by 43.1%, while the remaining 56.9% is influenced by other variables not examined in this study. This value falls into the moderate category.

2. F-Square

According to (Siregar, 2023), the F-Square measure is a metric used to assess the relative impact of an influencing (exogenous) variable on the influenced (endogenous) variable. The F-Square value has three criteria: (1) Value = 0.02 → a small effect of the exogenous variable on the endogenous variable. (2) Value = 0.51 → moderate effect of the exogenous variable on the endogenous variable (3) Value = 0.35 → large effect of the exogenous variable on the endogenous variable. The results of the R-Square test can be seen in Table 4.16:

Table 4.16 F-Square Test Result

	Odd Price (X2)	Price Bundling (X1)	Purchase Decision (Y)	Purchase Intention (Z)
Odd Price (X2)			0.018	0.280
Price Bundling (X1)			0.000	0.162
Purchase Decision (Y)				
Purchase Intention (Z)			0.476	

Source: SmartPLS 3 Data Processing Results (2026)

Based on the test results, it can be concluded that the F-square values are as follows:

1. Variable X1 (price bundling) on variable Y (purchase decision) has a value of 0.000, indicating that the exogenous variable has no effect on the endogenous variable.
2. Variable X1 (price bundling) on variable Z (purchase intention) has a value of 0.162, thus falling into the category of a moderate effect of the exogenous variable on the mediator.
3. Variable X2 (odd price) on variable Y (purchase decision) has a value of 0.018, thus falling into the category of a small effect of the exogenous variable on the endogenous variable.
4. Variable X2 (odd price) on variable Z (purchase intention) has a value of 0.280, which falls into the category of a moderate effect of the exogenous variable on the mediator.
5. Variable Z (purchase intention) on variable Y (purchase decision) has a value of 0.476, which falls into the category of a large effect of the mediator variable on the endogenous variable.

4.2.3 Hypothesis Testing

Hypothesis testing consists of 3 sub-analyses, namely: (1) direct effect; (2) indirect effect; (3) total effect. The following are the test results:

1. Direct Effect

This test is used to determine the path coefficients of the structural model. If the P-value is < 0.05 , the result is significant; if the P-value is > 0.05 , the result is not significant(Siregar, 2023).

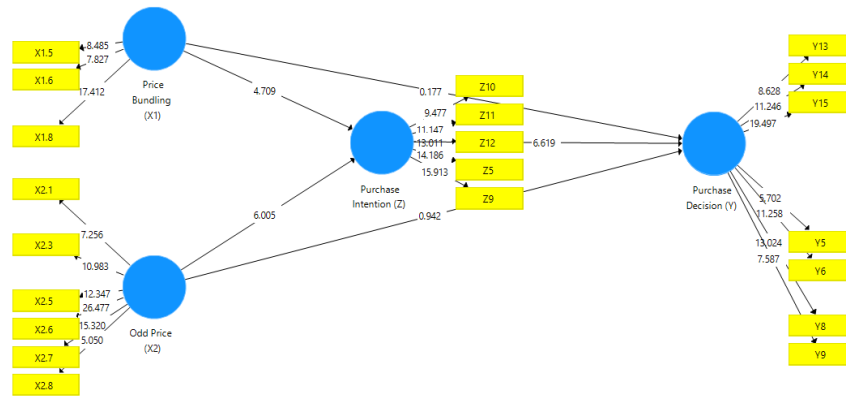


Figure 4.2 Bootstrapping Test Result (Direct Effect)
Source: SmartPLS 3 Data Processing Results (2026)

Based on Figure 4.2, which shows the results of the bootstrapping test (direct effect), the relationships between variables in the research model can be observed. For detailed effect values, refer to Table 4.17 below.

Table 4.17 Direct Effect Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Odd Price (X2) -> Purchase Decision (Y)	0.115	0.122	0.122	0.950	0.342
Odd Price (X2) -> Purchase Intention (Z)	0.440	0.445	0.074	5.962	0.000
Price Bundling (X1) -> Purchase Decision (Y)	0.016	0.027	0.088	0.180	0.857
Price Bundling (X1) -> Purchase Intention (Z)	0.335	0.342	0.069	4.866	0.000
Purchase Intention (Z) -> Purchase Decision (Y)	0.637	0.633	0.097	6.554	0.000

Source: SmartPLS 3 Data Processing Results (2026)

Based on the test results in Table 4.17, the direct effects can be concluded as follows:

1. Price bundling (X1) on purchase intention (Z) has a T-statistic (|O/STDEV|) of 4.866 and a P-value of $0.000 < 0.05$, indicating a significant effect.

2. The odd price variable (X2) on purchase intention (Z) has a T-Statistic value ($|O/STDEV|$) of 5.962 and a P-Value of $0.000 < 0.05$, indicating a significant effect.
3. Price bundling (X1) on purchase decision (Y) has a T-Statistic ($|O/STDEV|$) of 0.180 and a P-Value of $0.857 > 0.05$, meaning it is not significant effect.
4. The odd price variable (X2) on purchase decision (Y) has a T-Statistic value ($|O/STDEV|$) of 0.960 and a P-Value of $0.342 > 0.05$, meaning it is not significant effect.
5. Purchase intention (Z) on purchase decision (Y) has a T-Statistics value ($|O/STDEV|$) of 6.544 and a P-Value of $0.000 < 0.05$, indicating a significant effect.

2. Indirect Effect

Indirect effects test the hypothesis of the indirect influence of an influencing variable (exogenous) on an influenced variable (endogenous) mediated by an intervening variable (mediator variable) (Siregar, 2023). The criteria for determining indirect effects are: (1) if the P-Value is < 0.05 , then it is significant; (2) if the P-Value is > 0.05 , then it is not significant.

The results of the Indirect Effect test can be seen in Table 4.18:

Table 4.18 Indirect Effect Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ($ O/STDEV $)	P Values
Odd Price (X2) → Purchase Intention (Z) → Purchase Decision (Y)	0.280	0.280	0.058	4.849	0.000
Price Bundling (X1) → Purchase Intention (Z) → Purchase Decision (Y)	0.214	0.218	0.080	3.545	0.000

Source: SmartPLS 3 Data Processing Results (2026)

:

Based on the test results, it can be concluded that the indirect effect values are as follows:

1. The indirect effect of price bundling (X1) on purchase decision (Y) through purchase intention (Z) has a T-statistic of 3.546 and a P-value of $0.000 < 0.05$, so it can be declared significant. This indicates that the purchase intention variable mediates the effect of price bundling on the purchase decision.
2. The indirect effect of odd pricing (X2) on the purchase decision (Y) through purchase intention (Z) has a T-statistic of 4.849 and a P-value of $0.000 < 0.05$, so it can be declared significant. This indicates that the purchase intention variable mediates the effect of odd pricing on the purchase decision.
3. Total Effect

Total effect is the total of direct effect and indirect effect (Siregar, 2023).

Table 4.19 Total Effect Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Odd Price (X2) -> Purchase Decision (Y)	0.396	0.402	0.119	3.318	0.001
Odd Price (X2) -> Purchase Intention (Z)	0.440	0.445	0.074	5.962	0.000
Price Bundling (X1) -> Purchase Decision (Y)	0.229	0.245	0.092	2.480	0.013
Price Bundling (X1) -> Purchase Intention (Z)	0.335	0.342	0.069	4.866	0.000
Purchase Intention (Z) -> Purchase Decision (Y)	0.637	0.633	0.097	6.554	0.000

Source: SmartPLS 3 Data Processing Results (2026)

Based on the test results, it can be concluded that the values of the total effects are as follows:

1. The total effect for the relationship between price bundling (X1) and purchase intention (Z), as measured by the T-statistic ($|O/STDEV|$), is 4.866 with a P-value of $0.000 < 0.05$ (significant effect).

2. The total effect for the relationship between odd pricing (X2) and purchase intention (Z) has a T-statistic value ($|O/STDEV|$) of 5.962 with a P-value of $0.013 < 0.05$ (significant effect).
3. The total effect for the relationship between price bundling (X1) and purchase decision (Y), as measured by the T-statistic ($|O/STDEV|$), is 2.480 with a P-value of $0.001 < 0.05$ (significant effect).
4. The total effect for the relationship between odd pricing (X2) and purchase decision (Y), as measured by the T-statistic ($|O/STDEV|$), is 3.318 with a P-value of $0.001 < 0.05$ (significant effect).
5. The total effect for the relationship between purchase intention (Z) and purchase decision (Y), as measured by the T-statistic ($|O/STDEV|$), is 6.554 with a P-value of $0.000 < 0.05$ (significant effect).

4.3 Discussion

1. The Influence of Price Bundling on Purchase Intention

Based on the results of testing the effect of price bundling on purchase intention, X1 on Z with T-statistic value ($|O/STDEV|$) of 4.866 and a P-value of 0.000, with a significance level of $0.000 < 0.05$. These results indicate that price bundling has a positive and significant effect on purchase intention.

This indicates that the strategy of combining several products into a single package at a more economical price is capable of increasing consumer purchase interest. Offering packages at more affordable prices

creates a perception of higher value, thereby attracting consumers' attention to consider making a purchase.

These findings align with studies conducted by (Hanafia & Permada, 2023), which state that price bundling influences consumer purchase intention. In research (Wijaya & Kinder, 2020) it was stated that the bundling strategy did receive a positive response from consumers, both in terms of price and product. Theoretically, bundling strategies can enhance perceived value, as consumers feel they obtain more benefits at a relatively lower price. This perception encourages consumers to develop a stronger purchase intention, as they believe the offer provides greater utility compared to purchasing items separately.

2. The Influence of Odd Price on Purchase Intention

Based on the results of testing the influence of odd prices on purchase intention, X^2 on Z with T-statistic value ($|O/STDEV|$) of 5.962 and a P-value of 0.000 at a significance level of $0.000 < 0.05$. These results indicate that odd prices have a positive and significant influence on purchase intention.

Psychologically, prices with specific numbers, such as Rp 44,890, tend to be perceived as cheaper than round prices, thereby attracting consumer attention and increasing the desire to buy. This is because odd price is part of a psychological pricing strategy that shapes consumers' perceptions of price affordability.

These results are supported by previous research conducted by (Al-Asror et al., 2023), which states that odd pricing is a pricing strategy that

creates a psychologically cheaper impression and influences consumers' perceptions, ultimately increasing purchase intention. In addition, this finding is also consistent with research by (Tjiptodjojo, 2012), which shows that pricing-related strategies, although in a different form such as product bundling, have a significant effect on purchase intention. This indicates that marketing strategies capable of shaping positive consumer perceptions can effectively encourage purchase intention.

3. The Influence of Price Bundling on Purchase Decision

Based on the results of testing the effect of price bundling on purchase decisions, X1 on Y with T-statistic value ($|O/STDEV|$) of 0.180 and a P-value of 0.857, with a significance level of $0.857 > 0.05$. These results indicate that price bundling does not have a significant effect on purchase decisions. This indicates that the strategy of combining several products into a single package at a lower price has not yet been able to encourage consumers to directly make a purchase decision.

This finding is in line with research (MD et al., 2014), from the results of the study showed that the product bundling variable on consumer decisions was $0.301 > 0.05$ and t count $1.039 < t$ table 1.98. so that H0 is accepted and H1 is rejected, which means that product bundling does not have a significant influence on consumer decisions. This suggest that bundling strategies are not always effective in influencing consumer behavior.

From a theoretical perspective (Wulandari et al., 2025), explain that purchase decisions are not only influenced by rational factors but also by

emotional and social factors, which reflect the suitability between the product and consumer needs.

Therefore, it can be concluded that although price bundling is able to create a perception of higher value and attract consumer attention, it is not strong enough to directly influence purchase decisions. This occurs because consumers tend to evaluate their actual needs, preferences, and the relevance of the product rather than focusing solely on bundling offers. As a result, price bundling is not the main determining factor in consumer purchase decisions.

4. The Influence of Odd Price on Purchase Decision

Based on the results of testing the influence of odd pricing on purchase decisions, X_2 on Y with T-statistic value ($|O/STDEV|$) of 0.950 and a p-value of 0.342, with a significance level of $0.342 > 0.05$. These results indicate that odd pricing does not have a significant effect on purchase decisions. This indicates that pricing strategies using non-round numbers have not yet been able to directly encourage consumers to make purchase decisions.

From a theoretical perspective by (Tjiptodjojo, 2012), odd pricing is a psychological strategy aimed at creating the perception of a lower price in the eyes of consumers. Although this strategy can influence initial price perception; however, in the purchase decision-making process, consumers do not rely solely on price perceptions but also consider other factors such as needs, product value, and overall benefits.

This finding is supported by research (Ernawati, 2019), which shows that the innovation variable on consumer decisions is $0.177 > 0.05$ and t count is $1.360 < t \text{ table } 1.66$. Thus, H_0 is accepted and H_a is rejected, which means product innovation does not have a significant effect on purchasing decisions. This indicates that not all marketing strategies or product-related factors are able to directly influence consumer decisions.

In a study (Agustin et al., 2025), explain that purchasing decisions are influenced by various other factors such as product quality, brand awareness, and consumer experience. Consumers tend to expect that the value they receive is comparable to or greater than the cost they incur.

Therefore, it can be concluded that although odd pricing can attract consumer attention and influence price perception, it is not strong enough to directly drive purchase decisions. This occurs because consumers tend to prioritize the relevance, value, and benefits of the product over the psychological form of pricing.

5. The Influence of Purchase Intention on Purchase Decision

Based on the results of the test of the relationship between purchase intention and purchase decision, Z on Y with T-statistic value $(|O/STDEV|) = 6.554$, with a P-value of 0.000 and a significance level of $0.000 < 0.05$. These results indicate that purchase intention has a significant influence on purchase decision. Thus, it can be concluded that purchase intention has a direct influence on purchase decision.

These findings are consistent with the research conducted by (Aprelyani & Ali, 2024), which states that purchase intention influences

purchase decision. In addition, (Kurniasari & Budiatmo, 2018) explains that the higher the level of purchase intention formed in consumers, the higher the likelihood of making a purchase decision.

This indicates that purchase intention reflects a consumer's desire or tendency to buy a product. As this intention becomes stronger, it encourages consumers to take action in the form of a purchase decision. Therefore, purchase intention plays an important role as a driving factor that leads consumers from interest to actual purchasing behavior.

6. The Influence of Price Bundling on Purchase Decision Through Purchase Intention

Based on the results of testing price bundling's effect on purchase decision through purchase intention, X1 on Y through Z with a T-Statistic value ($|T/STDEV|$) of 3.545 and a P-Value of 0.000 at a significance level of $0.000 < 0.05$. These results indicate that price bundling significantly influences purchase decision through purchase intention.

This finding is consistent with the research conducted by (Ayumi & Budiatmo, 2021), which states that purchase intention mediates the effect of price on purchase decision with positive and significant relationship. The study further explains that after being mediated by purchase intention, better pricing offered to consumers will lead to higher purchase decision.

This indicates that purchase intention mediates the relationship between price bundling and purchase decision. In other words, price bundling does not directly influence the purchase decision but first

influences the consumer's purchase intention, which subsequently drives the purchase decision.

Price bundling strategies that offers product packages at relatively lower prices can increase consumer interest stimulate purchase intention. As purchase intention become stronger, it encourages consumers to proceed to the a purchase decision.

7. The Influence of Odd Price On Purchase Decision Through Purchase Intention

Based on the results of testing the effect of odd pricing on purchase decisions through purchase intention, X2 on Y through Z with a T-Statistic value ($|O/STDEV|$) of 4.849 and a p-value of 0.000 at a significance level of $0.000 < 0.05$. These results indicate that odd pricing significantly influences purchase decisions through purchase intention.

This finding is consisten with the research conducted by (Alfatiha & Budiarmo, 2020) which states that purchase intention significantly mediates the relationship between price and purchase decision. In addition, (Kurniasari & Budiarmo, 2018), explains that the higher the level of purchase intention formed in consumers, the higher the likelihood of making a purchase decision.

This indicates that purchase intention mediates the relationship between odd prices and purchase decisions. In other words, odd prices do not directly influence purchase decisions but first influence consumers' purchase intentions, which subsequently drive the purchase decision.

Odd price, which creates the psychological impression of a lower price, can increase consumer interest. This interest will drive the formation of purchase intention, which ultimately influences the purchase decision.

CHAPTER 5

CONCLUSION

5.1 Conclusion

Based on data obtained from a study on the influence of price bundling and odd pricing on purchase decisions for Richeese Factory products, with purchase intention serving as an intervening variable among Gen Z consumers in Medan, the following conclusions can be drawn:

1. Price bundling has a significant effect on purchase intention for Richeese Factory products in Medan.

Hipotesis ini menjelaskan bahwa price bundling memiliki pengaruh secara langsung terhadap purchase intention pada produk Richeese Factory.

2. Odd price has a significant effect on purchase intention for Richeese Factory products in Medan.

Hipotesis ini menjelaskan bahwa odd price memiliki pengaruh secara langsung terhadap purchase intention pada produk Richeese Factory.

3. Price bundling does not have a significant effect on purchase decision for Richeese Factory products in Medan.

Hipotesis ini menjelaskan bahwa price bundling tidak memiliki pengaruh secara langsung terhadap purchase decision pada produk Richeese Factory.

4. Odd price does not have a significant effect on purchase decision for Richeese Factory products in Medan.

Hipotesis ini menjelaskan bahwa odd price tidak memiliki pengaruh secara langsung terhadap purchase decision pada produk Richeese Factory.

5. Purchase intention has a significant effect on purchase decision for Richeese Factory products in Medan.

Hipotesis ini menjelaskan bahwa purchase intention memiliki pengaruh secara langsung terhadap purchase decision pada produk Richeese Factory.

6. Price bundling has a significant effect on purchase decision through purchase intention at Richeese Factory in Medan.

Hipotesis ini menjelaskan bahwa price bundling memiliki pengaruh secara tidak langsung terhadap purchase decision melalui purchase intention pada produk Richeese Factory.

7. Odd price has a significant effect on purchase decision through purchase intention at Richeese Factory in Medan.

Hipotesis ini menjelaskan bahwa odd price memiliki pengaruh secara tidak langsung terhadap purchase decision melalui purchase intention pada produk Richeese Factory.

5.2 Suggestion

Based on the results of this study, the researcher offers the following suggestion:

1. H1 : Price bundling on purchase intention

Perusahaan disarankan untuk terus mengembangkan strategi price bundling yang menarik agar dapat meningkatkan minat beli konsumen, khususnya pada segmen Gen Z.

2. H2 : Odd price on purchase intention

Perusahaan perlu mempertahankan dan mengoptimalkan penggunaan odd price karena terbukti mampu meningkatkan ketertarikan dan niat beli konsumen.

3. H3 : Price bundling on purchase decision

Perusahaan disarankan untuk mengevaluasi dan menyesuaikan strategi price bundling agar lebih efektif dalam mendorong konsumen untuk mengambil keputusan pembelian.

4. H4 : Odd price on purchase decision

Perusahaan perlu mengkaji kembali penerapan odd price agar dapat memberikan pengaruh yang lebih kuat terhadap keputusan pembelian konsumen.

5. H5 : Purchase intention on purchase decision

Perusahaan disarankan untuk meningkatkan niat beli konsumen melalui strategi pemasaran yang tepat, karena niat beli terbukti berperan penting dalam mendorong keputusan pembelian.

6. H6 : Price bundling on purchase decision through purchase intention

Perusahaan perlu memanfaatkan price bundling sebagai strategi yang tidak hanya menarik secara harga, tetapi juga mampu meningkatkan niat beli sehingga berdampak pada keputusan pembelian.

7. H7 : Odd price on purchase decision through purchase intention

Perusahaan disarankan untuk mengoptimalkan strategi odd price dengan mempertimbangkan aspek psikologis konsumen agar dapat meningkatkan niat beli dan pada akhirnya keputusan pembelian.

5.3 Research Limitation

Based on the research process conducted, there are several limitations to this study, including:

1. This study only uses price bundling and odd pricing as independent variables, and purchase intention as a mediating variable in influencing purchase decisions. Meanwhile, there are still many other factors that can influence purchase decisions, such as product quality or promotions.
2. The results show that the variables of price bundling and odd pricing do not have a significant direct effect on purchase decisions. This indicates that there are other, more dominant variables influencing purchase decisions that have not been included in the research model.
3. This study was conducted only among Generation Z consumers in the city of Medan; therefore, the results may not necessarily be generalizable to other age groups or regions with different characteristics.

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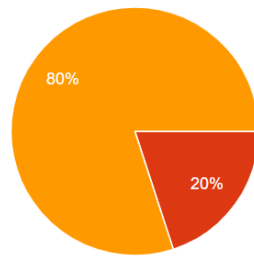
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ATTACHMENT

PRE-RESEARCH

Usia

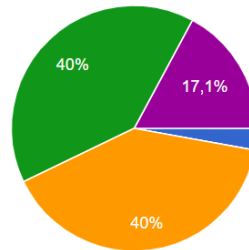
35 jawaban



- <17 Tahun
- 18-20 Tahun
- 21-23 Tahun
- > 24 Tahun

Saya suka makanan cepat saji (fast food)

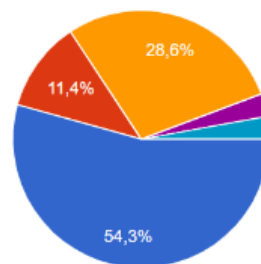
35 jawaban



- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

Fast food apa yang paling sering anda konsumsi?

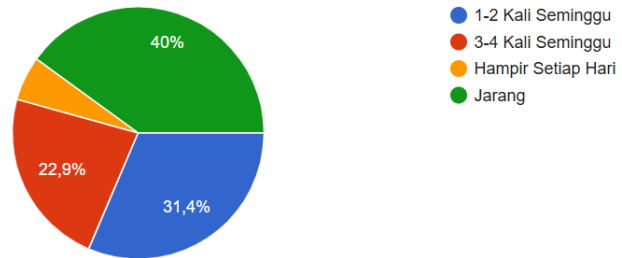
35 jawaban



- Richeese Factory
- McDonald's
- KFC
- Pizza Hut
- Ayam penyet
- Gacoon

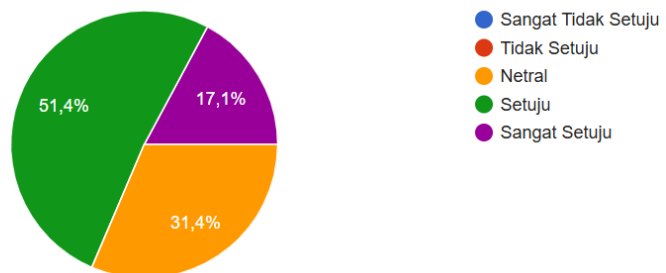
Seberapa sering anda mengonsumsi fast food?

35 jawaban



Harga mempengaruhi keputusan saya dalam membeli Richeese Factory

35 jawaban



RESEARCH QUESTIONNAIRE

A. Instructions

1. Please mark the option that best reflects your opinion regarding each statement
2. Each statement is rated on the following scale:
 - a. 5 = Strongly Agree
 - b. 4 = Agree
 - c. 3 = Disagree Less
 - d. 2 = Disagree
 - e. 1 = Strongly Disagree

B. Respondent Information

- Name :
- Age : 18-20 Year 21-23 Year 24-26
Year 27-28 Year
- Gender : Male Female
- How often do you purchase : Quite often to several times
Richeese Factory product at least once a week
in 1 month at least once a month
 yes, at least once every 3-6 months
 yes, but it was long time ago

1. Price Bundling

NO	STATEMENT	ANSWERS				
		STS	TS	KS	S	SS
A. Price Affordability						
1.	I prefer to buy meal packages because they are more economical than buying individual items.					
2.	Meal packages at Richeese Factory help me save money when buying food.					
3.	I feel that purchasing meal packages at Richeese Factory helps me get more items at a more economical price compared to buying them separately.					
4.	Menu packages at Richeese Factory offer more affordable pricing options for me.					
B. Price Suitability						
5.	I feel that the prices of the packages offered by Richeese Factory are appropriate for the benefits I receive.					
6.	I feel that the package prices are appropriate for the quality of the products I receive.					
7.	I consider the prices of the packages at Richeese Factory to be worth paying.					
8.	I feel that the prices of the packages at Richeese Factory are appropriate for the portion sizes provided.					

2. Odd Price

NO	STATEMENT	ANSWER				
		STS	TS	KS	S	SS
A. Quality For Consumer						

NO	STATEMENT	ANSWER				
		STS	TS	KS	S	SS
1.	I often find prices like Rp29,900 more appealing than Rp30,000, and they don't compromise the quality I receive.					
2.	Menu prices ending in non-round numbers like .900 or .990 do not affect my perception of the food's quality.					
3.	I believe that menu prices using non-round numbers still provide good quality for consumers.					
4.	I feel that using non-round prices on the menu does not affect the quality of the product I receive.					
B. Value For Consumer						
5.	Menu prices ending in odd numbers like .900 or .990 are still a discount that makes me feel I'm getting better value for the money I spend.					
6.	I often consider a price like Rp29,900 to be cheaper than Rp30,000					
7.	The numerical difference between an odd-numbered price like Rp29,900 and Rp30,000 influences how I assess that price.					
8.	I feel that the odd-numbered prices set by Richeese Factory are commensurate with the value of the product I receive.					

3. Purchase Intention

NO	STATEMENT	ANSWER				
		STS	TS	KS	S	SS
A. Find Information About The Product						
1.	I look for information about Richeese Factory products before deciding to buy.					

NO	STATEMENT	ANSWER				
		STS	TS	KS	S	SS
2.	I'm interested in learning about the promotions or packages offered by Richeese Factory.					
3.	I look up the menu and prices of Richeese Factory products before deciding to buy.					
4.	I look for information about Richeese Factory's menu or products through social media or the internet before deciding to buy.					
B. Considered Buying						
5.	Richeese Factory is one of my options when buying fast food.					
6.	I consider whether Richeese Factory products meet my needs.					
7.	I consider the advantages of Richeese Factory products before deciding to buy.					
8.	I compare Richeese Factory products with other fast food options before deciding to buy.					
C. Intending Buying						
9.	I intend to buy Richeese Factory products.					
10.	I want to try Richeese Factory products.					
11.	I plan to buy Richeese Factory products in the near future.					
12.	I tend to choose Richeese Factory products when I want to buy fast food.					

4. Purchase Decision

NO	STATEMENT	ANSWER				
		STS	TS	KS	S	SS
A. Stability In Choosing a Product						
1.	I feel confident in my decision when purchasing products at Richeese Factory.					

NO	STATEMENT	ANSWER				
		STS	TS	KS	S	SS
2.	I have no hesitation in choosing what to order when dining at Richeese Factory.					
3.	I tend to order the same items whenever I visit Richeese Factory.					
4.	I tend to stick with buying at Richeese Factory when I want to buy fast food.					
B. Brand-Based Purchase Decisions						
5.	I decided to buy at Richeese Factory because the brand is trusted.					
6.	The brand's reputation at Richeese Factory influences my purchasing decision.					
7.	I tend to choose to buy at Richeese Factory because the brand has a good image.					
8.	The Richeese Factory brand makes me confident in purchasing its products.					
C. Purchase Decision Based on Recommendation						
9.	Recommendations from friends or family influence my decision to buy at Richeese Factory.					
10.	I consider others' suggestions before deciding to buy at Richeese Factory.					
11.	I tend to buy products at Richeese Factory when I receive recommendations from others.					
12.	I become more confident about buying at Richeese Factory after receiving recommendations from others.					
D. Purchase Decision Based on Needs and Desires						
13.	I decided to buy products at Richeese Factory because they met my preferences and needs.					

NO	STATEMENT	ANSWER				
		STS	TS	KS	S	SS
14.	I bought products at Richeese Factory because the menu options met my needs when I wanted to buy fast food.					
15.	I bought products at Richeese Factory because the menu options suited my taste.					
16.	I was interested in buying products at Richeese Factory because the menu options were varied and met my needs					

TABULATION OF RESPONDENTS' QUESTIONNAIRE ANSWERS

Price Bundling (X1)								
No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8
1	5	5	4	4	4	4	4	5
2	4	5	5	4	4	4	5	5
3	4	4	3	4	4	5	4	4
4	4	5	4	4	5	4	4	3
5	4	4	4	4	4	4	4	4
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7	4	4	4	4	4	4	4	4
8	5	5	4	4	4	4	4	4
9	5	5	5	5	5	5	5	5
10	5	5	5	5	4	4	4	4
11	5	3	4	3	3	3	4	4
12	5	4	4	4	3	4	3	3
13	4	4	4	4	4	5	4	5
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17	5	5	4	4	4	5	4	4
18	5	3	4	3	3	4	4	3
19	5	5	5	5	5	5	5	5
20	4	4	4	5	4	4	5	5
21	4	5	5	4	4	5	4	5
22	5	4	5	5	5	4	5	5
23	4	4	5	5	4	4	4	5
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25	3	4	4	4	4	4	5	5
26	4	4	4	4	4	4	4	4
27	4	4	4	4	4	4	4	5
28	4	4	4	4	4	4	4	4
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31	4	4	4	4	4	4	4	4
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34	4	4	4	4	4	4	5	5
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47	5	4	4	4	4	4	4	4
48	5	4	4	5	4	5	5	5
49	4	3	3	4	4	3	3	4
50	5	5	4	4	5	4	5	5
51	5	4	4	5	4	5	4	4
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56	4	4	4	4	4	4	4	4
57	5	4	4	5	5	4	4	5

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62	4	4	4	4	4	4	4	4
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81	4	4	5	4	4	5	4	4
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83	5	4	5	5	4	4	5	5
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91	4	4	4	4	4	4	4	4
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103	5	4	4	5	5	4	4	5
104	4	4	4	5	4	4	4	4
105	5	4	5	4	5	5	4	5

Odd Price (X2)								
No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8
1	5	4	4	4	5	5	5	4
2	1	2	4	4	2	1	3	4
3	1	4	3	3	3	1	1	1
4	3	4	4	4	4	4	3	2
5	4	4	4	4	4	3	3	3
6	4	4	4	4	4	4	5	3
7	3	4	4	5	3	3	3	4
8	4	4	4	2	4	3	3	4
9	3	3	5	5	5	5	5	5
10	3	4	4	5	3	3	4	5
11	4	4	4	3	2	3	3	4
12	3	4	4	4	4	3	3	4
13	4	4	4	4	4	4	4	4
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18	2	4	4	4	2	2	3	4
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105	4	4	4	5	5	5	4	4

Purchase Intention (Y)												
No	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12
1	4	5	4	5	4	4	5	4	4	4	4	5
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3	3	2	3	2	3	3	4	5	4	3	3	2
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62	4	4	4	4	4	4	4	4	4	4	4	3
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Purchase Decision (Z)																
No	Z1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13	Y14	Y15	Y16
1	4	5	5	4	4	4	4	5	4	4	4	4	4	4	4	4
2	4	5	2	2	4	5	2	2	1	1	2	2	5	5	4	5
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DATA ANALYSIS APPENDIX

A. Outer Model Analysis

1. Convergent Validity

Outer Loadings

	Odd Price (X2)	Price Bundling (X1)	Purchase Decision (Y)	Purchase Intention (Z)
X1.5		0.761		
X1.6		0.690		
X1.8		0.822		
X2.1	0.654			
X2.3	0.657			
X2.5	0.745			
X2.6	0.869			
X2.7	0.753			
X2.8	0.552			
Y13			0.715	
Y14			0.705	
Y15			0.821	
Y5			0.649	
Y6			0.726	
Y8			0.755	
Y9			0.666	
Z10				0.674
Z11				0.705
Z12				0.759
Z5				0.737
Z9				0.742

2. Discriminant Validity

Cross Loadings

	Odd Price (X2)	Price Bundling (X1)	Purchase Decision (Y)	Purchase Intention (Z)
X1.5	0.339	0.761	0.286	0.347
X1.6	0.252	0.690	0.256	0.315
X1.8	0.362	0.822	0.350	0.496
X2.1	0.654	0.135	0.193	0.332
X2.3	0.657	0.360	0.420	0.388
X2.5	0.745	0.421	0.322	0.451
X2.6	0.869	0.362	0.402	0.476
X2.7	0.753	0.262	0.348	0.411
X2.8	0.552	0.202	0.361	0.395
Y13	0.346	0.250	0.715	0.471
Y14	0.320	0.329	0.705	0.521
Y15	0.374	0.362	0.821	0.594
Y5	0.404	0.300	0.649	0.573
Y6	0.249	0.341	0.726	0.448
Y8	0.374	0.245	0.755	0.524
Y9	0.406	0.153	0.666	0.421
Z10	0.300	0.350	0.470	0.674
Z11	0.379	0.387	0.456	0.705
Z12	0.547	0.368	0.459	0.759
Z5	0.488	0.382	0.566	0.737
Z9	0.374	0.402	0.610	0.742

3. Composite Reliability

Construct Reliability and Validity

	Composite Reliability
Odd Price (X2)	0.858
Price Bundling (X1)	0.803
Purchase Decision (Y)	0.883
Purchase Intention (Z)	0.846

4. Cronbach's Alpha

Construct Reliability and Validity

	Cronbach's Alpha
Odd Price (X2)	0.799
Price Bundling (X1)	0.639
Purchase Decision (Y)	0.845
Purchase Intention (Z)	0.773

B. Inner Model Analysis

1. R-Square

R Square

	R Square	R Square Adjusted
Purchase Decision (Y)	0.516	0.502
Purchase Intention (Z)	0.431	0.420

2. F-Square

f Square

	Odd Price (X2)	Price Bundling (X1)	Purchase Decision (Y)	Purchase Intention (Z)
Odd Price (X2)			0.018	0.280
Price Bundling (X1)			0.000	0.162
Purchase Decision (Y)				
Purchase Intention (Z)			0.476	

C. Hypothesis Testing

1. Direct Effect

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Odd Price (X2) -> Purchase Decision (Y)	0.115	0.122	0.122	0.950	0.342
Odd Price (X2) -> Purchase Intention (Z)	0.440	0.445	0.074	5.962	0.000
Price Bundling (X1) -> Purchase Decision (Y)	0.016	0.027	0.088	0.180	0.857
Price Bundling (X1) -> Purchase Intention (Z)	0.335	0.342	0.069	4.866	0.000
Purchase Intention (Z) -> Purchase Decision (Y)	0.637	0.633	0.097	6.554	0.000

2. Indirect Effect

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Odd Price (X2) -> Purchase Intention (Z) -> Purchase Decision (Y)	0.280	0.280	0.058	4.849	0.000
Price Bundling (X1) -> Purchase Intention (Z) -> Purchase Decision (Y)	0.214	0.218	0.060	3.545	0.000

3. Total Effect

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Odd Price (X2) -> Purchase Decision (Y)	0.396	0.402	0.119	3.318	0.001
Odd Price (X2) -> Purchase Intention (Z)	0.440	0.445	0.074	5.962	0.000
Price Bundling (X1) -> Purchase Decision (Y)	0.229	0.245	0.092	2.480	0.013
Price Bundling (X1) -> Purchase Intention (Z)	0.335	0.342	0.069	4.866	0.000
Purchase Intention (Z) -> Purchase Decision (Y)	0.637	0.633	0.097	6.554	0.000



MAJELIS PENDIDIKAN TINGGI MUHAMMADIYAH
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS EKONOMI DAN BISNIS

Jl. Kapten Mukhtar Basri No. 3, Medan, Telp. 061-6624567, Kode Pos 20238

PERMOHONAN JUDUL PENELITIAN

No. Agenda: 5416/JDL/SKR/MAN/FEB/UMSU/5/7/2025

Kepada Yth.
Ketua Program Studi Manajemen
Fakultas Ekonomi dan Bisnis
Universitas Muhammadiyah Sumatera Utara
di Medan

Medan, 5/7/2025

Dengan hormat,
Saya yang bertanda tangan di bawah ini,

Nama : Vinka Sania Maharani
NPM : 2205160492
Program Studi : Manajemen
Konsentrasi : Marketing

Dalam rangka proses penyusunan skripsi, saya bermohon untuk mengajukan judul penelitian berikut ini:

- Identifikasi Masalah** :
1. Richeese Factory is one of the fast food brands that actively offers products through marketplaces such as ShopeeFood. In attracting consumers, Richeese often uses price bundling and odd price strategies (Combo Mabar, Rp144,998). However, although this strategy is designed to increase purchasing interest, it is not yet known for sure whether consumers are really encouraged to make purchases because of the influence of the price. In addition, it is not clear to what extent purchasing interest plays a role in bridging the influence of pricing strategies on purchasing decisions.
 2. Mie Gacooan is a culinary brand known for its odd price strategy with a variety of menu choices. In the ShopeeFood marketplace, this strategy is used to attract consumers in a competitive digital environment. However, it is not yet known to what extent odd prices and menu variations can encourage consumers to actually make purchases, and whether purchasing decisions have an impact on consumer satisfaction.

- Rencana Judul** :
1. The Influence Of Price Bundling And Odd Price On Purchase Decision Of Richeese Factory Products With Purchase Intention As An Intervening Variable On The ShopeeFood Marketplace (Study In Medan City)
 2. The Influence Of Odd Price And Menu Variation On Customer Satisfaction Of Mie Gacooan Products Through The ShopeeFood Marketplace With Purchasing Decisions As Intervening Variable (Study In Medan City)"
 3. -

Objek/Lokasi Penelitian : In Medan City With Consumer Objects Who Had Purchased Products Through The ShopeeFood Service.

Demikianlah permohonan ini saya sampaikan. Atas perhatiannya saya ucapkan terimakasih.

Hormat Saya
Pemohon

(Vinka Sania Maharani)

MAJELIS PENDIDIKAN TINGGI MUHAMMADIYAH
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS EKONOMI DAN BISNIS
Jl. Kapten Mukhtar Basri No. 3. Medan, Telp. 061-6624567, Kode Pos 20238

PERSETUJUAN JUDUL PENELITIAN

Nomor Agenda: 5416/JDL/SKR/MAN/FEB/UMSU/5/7/2025

Nama Mahasiswa : Vinka Sania Maharani
NPM : 2205160492
Program Studi : Manajemen
Konsentrasi : Marketing
Tanggal Pengajuan Judul : 5/7/2025
Nama Dosen Pembimbing*) : Murviana Koto, SE, M.Si

Judul Disetujui**) : THE INFLUENCE OF PRICE BUNDLING AND ODD PRICE ON PURCHASE DECISION OF RICHEESE FACTORY PRODUCTS THROUGH PURCHASE INTENTION AS AN INTERVENING VARIABLE AMONG GEN Z CONSUMERS IN MEDAN

Disahkan oleh:
Kepala Program Studi Manajemen

(Jasman Sarifuddin Hasibuan, SE., M.Si.)

Medan, 22 Agustus 2025

Dosen Pembimbing

(.....)

Keterangan:

*) Disetujui oleh Pimpinan Program Studi

**) Disetujui oleh Dosen Pembimbing

Setelah disahkan oleh Prodi dan Dosen pembimbing, scan/foto dan upload data tembusan ke-2 ini pada form online "Upload Pengajuan Judul Skripsi"

MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN PIMPINAN PUSAT MUHAMMADIYAH
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**PENETAPAN DOSEN PEMBIMBING
 TUGAS AKHIR MAHASISWA**

NOMOR : 3609/TGS/IL.3.AU/UMSU-05/F/2025

Assalamu'alaikum Warahmatullahi Wabarakatuh

Dekan Fakultas Ekonomi Dan Bisnis Universitas Muhammadiyah Sumatera Utara, berdasarkan Persetujuan permohonan judul penelitian Tugas Akhir / Jurnal dari Ketua / Sekretaris :

Program Studi : Manajemen
Pada Tanggal :

Dengan ini menetapkan Dosen Pembimbing Tugas Akhir/ Jurnal Mahasiswa :

Nama : Vinka Sania Maharani
N P M : 2205160492
Semester : VII (Tujuh)
Program Studi : Manajemen
Judul Proposal / Skripsi : The Influence Of Price Bundling And Odd Price On Purchase Decision Of Richeese Factory Products Through Purchase Intention As An Intervening Variable Among Gen Z Consumers In Medan

Dosen Pembimbing : Murviana Koto, SE., M.Si

Dengan demikian di izinkan menulis Tugas Akhir / Jurnal dengan ketentuan :

1. Penulisan berpedoman pada buku panduan penulisan Tugas Akhir/ Jurnal Fakultas Ekonomi dan Bisnis UMSU.
2. Pelaksanaan Sidang Tugas Akhir / Jurnal harus berjarak 3 bulan setelah dikeluarkannya Surat Penetapan Dosen Pembimbing Tugas Akhir
3. **Tugas Akhir** dinyatakan " **BATAL** " bila tidak selesai sebelum Masa Daluarsa tanggal 22 Desember 2026 Revisi Judul.....

Wassalamu'alaikum Warahmatullahi Wabarakatuh.



Ditetapkan di : Medan
 Pada Tanggal : 01 Rajab 1447 H
 22 Desember 2025 M


 Dekan

Dr. Radiman, S.E., M.Si
 N I D N : 0107087801

Tembusan :
 1. Pertinggal.








MAJELIS PENDIDIKAN TINGGI MUHAMMADIYAH
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS EKONOMI DAN BISNIS
Jl. Kapt. Mukhtar Basri No.3 Telp. 061-6624567, Kode Pos 20238

BERITA ACARA PEMBIMBINGAN PROPOSAL

Nama Lengkap : VINKA SANIA MAHARANI
NPM : 2205160492
Program Studi : Manajemen
Konsentrasi : Manajemen Pemasaran
Nama Dosen Pembimbing : Murviana Koto, SE., M.Si
Judul Penelitian : The Influence Of Price Bundling And Odd Price On Purchase Decision Of Richeese Factory Products Through Purchase Intention As An Intervening Variabel Among Gen Z Consumers In Medan

Item	Hasil Evaluasi	Tanggal	Paraf Dosen
Bab I	Review bab-1 untuk memastikan judul dan rumusan masalah	10/11/2025	
Bab II	Review untuk penambahan teori dan memperbaiki penyajian kerangka konseptual	24/11/2025	
Bab III	Review untuk memperbaiki pemilihan populasi dan sampel	10/12/2025	
Daftar Pustaka	Memperbanyak jumlah pustaka yang mendukung	15/12/2025	
Instrumen Pengumpulan Data Penelitian	Indikator dibangun untuk pembuatannya instrumen setelah seminar proposal	13/01/2026	
Persetujuan Seminar Proposal	ACC untuk seminar proposal	20/01/2026	

Diketahui oleh:
Ketua Program Studi Manajemen

(Agus Sani, S.E., M.Sc.)

Medan, 20 Januari 2026
Disetujui Oleh
Dosen Pembimbing

(Murviana Koto, SE., M.Si.)



MAJLIS PENDIDIKAN TINGGI MUHAMMADIYAH PIMPINAN PUSAT
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS EKONOMI DAN BISNIS

Jl. Kapt. Muchtar Basri No. 3 ☎ (061) 6624567 Ext: 304 Medan 20238

BERITA ACARA SEMINAR PROPOSAL PROGRAM STUDI MANAJEMEN

Pada hari ini Selasa 03 Februari 2026 telah diselenggarakan seminar Proposal Program Studi Manajemen menerangkan bahwa :

Nama : Vinka Sania Maharani
Konsentrasi : Man. Pemasaran
N.P.M. : 2205160492
Tempat / Tgl. Lahir : Timbaan
Alamat Rumah : Desa Landbouw, Huta III Kecamatan Bandar
Judul Proposal : The Influence Of Price Bundling And Odd Price On Purchase Decision Of Richeese Factory Products Through Purchase Intention As An Intervening Variabel Among Gen Z Consumers In Medan

(Disetujui / tidak disetujui *)

Item	Komentar
Judul
Bab I	dibahas lagi tentang Odd Price.
Bab II	dibentuk Penilaian tentang faktor yg mempengaruhi keputusan pembelian
Bab III	SPSS / SMPLIS di sesuaikan kembali
Lainnya
Kesimpulan	<input type="checkbox"/> Lulus <input type="checkbox"/> Tidak Lulus

Medan, Selasa 03 Februari 2026

TIM SEMINAR

Ketua

Agus Sari, S.E., M.Sc.

Pembimbing

Murviana Koto, S.E., M.Si

Sekretaris

Arif Pratama Marpaung, S.E., M.M.

Pembanding

Dr. Mutia Arda, S.E., M.Si.

MAJLIS PENDIDIKAN TINGGI MUHAMMADIYAH PIMPINAN PUSAT
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS EKONOMI DAN BISNIS

Jl. Kapt. Mukhtar Basri No. 3 Tel. (061) 6624567 Ext: 304 Medan 220238



PENGESAHAN PROPOSAL

Berdasarkan hasil seminar Proposal Program Studi Manajemen yang diselenggarakan pada hari *Selasa 03 Februari 2026* menerangkan bahwa:

Nama : Vinka Sania Maharani
Konsentrasi : Man. Pemasaran
N.P.M. : 2205160492
Tempat / Tgl.Lahir : Timbaan
Alamat Rumah : Desa Landbouw, Huta III Kecamatan Bandar
JudulProposal : The Influence Of Price Bundling And Odd Price On Purchase Decision Of Richcese Factory Products Through Purchase Intention As An Intervening Variabel Among Gen Z Consumers In Medan.

Proposal dinyatakan syah dan memenuhi Syarat untuk menulis Tugas Akhir dengan pembimbing:
Murviana Koto, S.E., M.Si

Medan, Selasa 03 Februari 2026

Agus Sani, S.E., M.Sc.
Pembimbing

TIM SEMINAR

Arif Pratama Marpaung, S.E., M.M.
Pemanding

Murviana Koto, S.E., M.Si

Dr. Mutia Arda, S.E., M.Si

07/2026
04
Diketahui / Disetujui
a.n. Dekan/
Wakil Dekan
Asst. Prof. Dr. Hasrudy Tanjung, S.E., M.Si
NIDN. 0118127401

DAFTAR RIWAYAT HIDUP**Data Pribadi**

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Nama Orang Tua

Nama Ayah : Mesdi
Nama Ibu : Ani Syahputri
Alamat : Desa Landbouw, Huta III Kecamatan Bandar
No. Hp : 081376792383

Pendidikan Formal

1. SDN 091629
2. MTSN 1 Simalungun
3. MAN Simalungun
4. Mahasiswa pada Fakultas Ekonomi dan Bisnis di Universitas Muhammadiyah Sumatera Utara

Medan, April 2026



VINKA SANIA MAHARANI