

## **ABSTRACT**

*Pricing strategies are important in influencing consumers' perceived price preferences. One pricing strategy that is often used is odd pricing, which is setting prices slightly below round numbers, such as Rp19.900. However, there is a phenomenon whereby consumers often round odd pricing to the nearest round number, as evidenced by research findings that contradict odd pricing, where round numbers such as Rp20.000 are preferred based on price convenience. This study aims to analyse the effectiveness of odd pricing based on price convenience, testing the impact of final pricing on price preferences.*

*This study employed an experimental method with a Two Group Post-Test Only design. There was an experimental group that received treatment in the form of odd pricing and a control group that did not receive treatment in the form of round pricing. Data were obtained from 20 participants through an online questionnaire and analysed using an Independent T-test in SPSS.*

*The results of the study indicate that pricing has an impact on price preferences. A significant difference in scores, namely the experimental group's score being lower than the control group's score, explains that odd pricing is not effective in terms of price convenience. These results are in line with the results of previous studies that formed the basis of the hypothesis in this study, in which round pricing is preferred in terms of price convenience, thus contradicting odd pricing.*

*Keywords: odd pricing, round pricing, price convenience, price preference*

