

ABSTRAK

Penelitian ini bertujuan seberapa besar pengaruh promosi (X1), harga (X2), desain (X3) secara bersama-sama dan parsial terhadap minat keputusan pembelian (Y). Metode pengumpulan data melalui survei dan mengedarkan kuesioner. Metode analisis yang digunakan adalah uji validitas dan realibilitas, uji asumsi klasik, analisis regresi berganda, untuk uji hipotesis digunakan yaitu uji t dan uji f.

Dari hasil regresi berganda didapat persamaan $Y = 4,440 + 0,256 X1 + 0,436 X2 + 0,400 X3 + e$, maka berdasarkan uji parsial (Uji t) diperoleh: (a) promosi berpengaruh positif dan signifikan terhadap keputusan pembelian. (b) harga berpengaruh positif dan signifikan terhadap keputusan pembelian. (c) desain berpengaruh positif dan tidak signifikan terhadap keputusan pembelian. Kemudian berdasarkan uji hipotesis secara bersama-sama (Uji f) dapat diketahui bahwa promosi, harga, desain berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci : Promosi, Harga, Desain dan Keputusan Pembelian

ABSTRACT

This research aims at how much influence the promotion (X1), price (X2), design (X3) jointly and partially on the interest in purchasing decisions (Y). Methods of data collection through surveys and distributing questionnaires. The analytical method used is the validity and reliability test, classical assumption test, multiple regression analysis, for the hypothesis test used the t test and f test.

From the multiple regression results, the equation $Y = 4,440 + 0.256 X1 + 0.436 X2 + 0.400 X3 + e$ is obtained, so based on the partial test (t test), it is obtained: (a) promotion has a positive and significant effect on purchasing decisions. (b) price has a positive and significant effect on purchasing decisions. (c) design has a positive and insignificant effect on purchasing decisions. Then based on the joint hypothesis test (f test) it can be seen that promotion, price, design have a positive and significant effect on purchasing decisions.

Keywords: Promotion, Price, Design and Purchasing Decisions