

ABSTRACT

Riris Mey Rahayu, 150211100033, The Effect of Product and Design of Local Product to the Decision of Purchasing in Distribution Store (Distro) of Assfak Assyuhada Store Jombang. Under the guidance of Mrs. Dr. Ir. Nurita Andriani, M.M. and Mrs. Purnamawati, SE., MSi.

Distribution store has a specific characteristic, the uniqueness at the product design which is offered, the total of product which is produced in limited quantity, made of cotton, and also a unique logo. To be able to maintain the market, distro will always update and improve the quality in terms of human resources, products, promotions, and designs. The Distro of Assfak Assyuhada is Jombang distro which consists of two themes which are in the same store, it is Assfak with the special characteristic of the current and simple design, and also Assyuhada with the special characteristic raising the moral message of religion.

This research is conducted to find out the factors which affect the consumer in making a decision of purchasing at the product of Assafak Assyuhada Store Jombang. Independent variable which consists of the Quality of Product (X1) and the Design of Product (X2). Dependent variable is Decision of Purchasing (Y).

The samples are 98 respondents which is taken by using the technique of Purposive Sampling. With the selected criteria is the respondent who has done purchasing the product at least once, the respondent does the purchasing based on their own decision without any compulsion from others. The analysis is by using the validity test, reliability test, classic assumption test, analysis of multiple linear regression, hypothesis testing through t test and coefficient of determination (R²). From the similarity of the regression which is obtained from the result that the Quality of Product has a positive effect to the Decision of Purchasing, the Design of Product has a positive effect to the Decision of Purchasing.

Keywords: The Quality of Product, the Design of Product, the Decision of Purchasing

ABSTRAK

Riris Mey Rahayu, 150211100033, Pengaruh Kualitas Produk dan Desain Produk Lokal terhadap Keputusan Pembelian Distro Assfak Assyuhada Store Jombang. Dibawah bimbingan Ibu Dr. Ir. Nurita Andriani, M.M. dan Ibu Purnamawati, SE., MSi.

Distribution store mempunyai ciri khas, keunikan pada desain produk yang ditawarkan, jumlah produk yang diproduksi dalam jumlah terbatas, berbahan katun, serta logo yang unik. Untuk tetap dapat mempertahankan pasar, distro akan terus memperbarui dan meningkatkan kualitas dalam segi sumber daya manusia, produk, promosi serta desain. Distro Assfak Assyuhada merupakan distro Jombang yang terdiri dari dua tema yang berada dalam satu toko yaitu Assfak dengan ciri khas desain yang kekinian dan simple serta Assyuhada dengan ciri khas mengangkat pesan moral agama.

Penelitian ini dilaksanakan untuk mengetahui faktor – faktor yang berpengaruh bagi konsumen dalam membuat sebuah keputusan pembelian produk Assfak Assyuhada Store Jombang. Variabel independent yang terdiri dari Kualitas Produk (X1) dan Desain Produk (X2). Variabel dependent adalah Keputusan Pembelian (Y)

Sampel berjumlah 98 responden yang diambil dengan menggunakan teknik *Purposive sampling*. Dengan kriteria sampel terpilih adalah responden yang telah melakukan pembelian produk minimal satu kali, responden melakukan pembelian atas dasar keputusan sendiri tanpa ada paksaan dari pihak lain. Analisa menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda, pengujian hipotesis melalui uji t dan koefisien determinasi (R^2). Dari persamaan regresi diperoleh hasil bahwa Kualitas Produk berpengaruh positif terhadap Keputusan Pembelian, Desain Produk berpengaruh positif terhadap Keputusan Pembelian.

Kata Kunci : Kualitas Produk, Desain Produk, Keputusan Pembelian