

ABSTRAK

**ANALISIS PENGARUH HARGA, DESAIN DAN *LIMITED EDITION*
PRODUK *T-SHIRT* TERHADAP MINAT BELI**

Penelitian ini bertujuan untuk mengetahui pengaruh harga, desain dan *limited edition* produk *t-shirt* terhadap minat beli. Jenis penelitian ini adalah studi kasus. Populasinya adalah *followers* grup Dreambirds Artwear di media sosial *facebook*. Jumlah sampel sebanyak 100 responden. Teknik pengambilan sampel yang digunakan adalah teknik *Purposive Sampling*. Teknik pengumpulan data yang digunakan adalah kuesioner. Teknik analisis data menggunakan uji instrumen, uji asumsi klasik dan uji regresi berganda. Hasil penelitiannya menunjukkan bahwa, (1) Harga mempengaruhi minat beli konsumen *t-shirt* Dreambirds. (2) Desain produk tidak mempengaruhi minat beli konsumen *t-shirt* Dreambirds. (3) *Limited edition* tidak mempengaruhi minat beli konsumen *t-shirt* Dreambirds. (4) Harga, desain dan *limited edition* secara simultan mempengaruhi minat beli konsumen *t-shirt* Dreambirds.

Kata kunci: harga, desain, *limited*, minat beli

ABSTRACT

***THE ANALYZES OF THE EFFECT OF PRICING, PRODUCT DESIGN
AND LIMITED EDITION T-SHIRT ON BUYING INTEREST***

This study aims to determine the effect of pricing, product design and limited edition t-shirt to the buying interest. This research is a case study. The study population is the followers of Dreambirds Artwear group on facebook, with 100 respondents as sample. The sampling technique used was purposive sampling. Data collection techniques used were questionnaires. Data were analyzed using instrument test, classic assumption test and multiple regression test. Research results indicated that, (1) Product prices affect consumer buying interest on Dreambirds t-shirt. (2) Product design does not affect consumer buying interest on Dreambirds t-shirt. (3) Limited edition product does not affect consumer buying interest on Dreambirds t-shirt. (4) Price, design and limited edition simultaneously affect consumer buying interest on Dreambirds t-shirt.

Keywords: price, design, limited, buying interest