

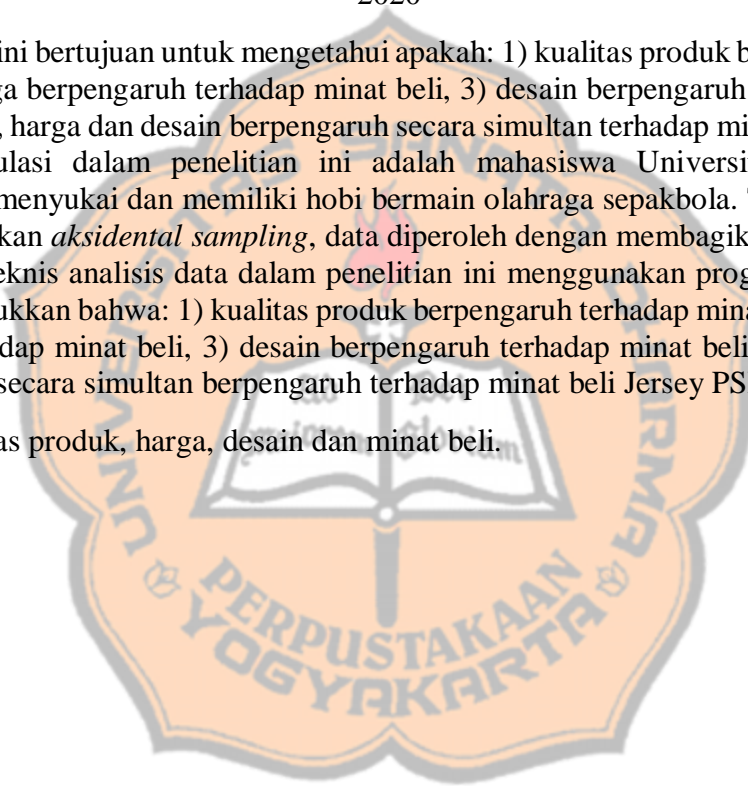
ABSTRAK
PENGARUH KUALITAS PRODUK, HARGA, DAN DESAIN TERHADAP MINAT BELI
JERSEY PSIM YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui apakah: 1) kualitas produk berpengaruh terhadap minat beli, 2) harga berpengaruh terhadap minat beli, 3) desain berpengaruh terhadap minat beli, 4) kualitas produk, harga dan desain berpengaruh secara simultan terhadap minat beli Jersey PSIM Yogyakarta. Populasi dalam penelitian ini adalah mahasiswa Universitas Sanata Dharma Yogyakarta yang menyukai dan memiliki hobi bermain olahraga sepakbola. Teknik pengambilan sampel menggunakan *aksidental sampling*, data diperoleh dengan membagikan kuesioner kepada 100 responden. Teknis analisis data dalam penelitian ini menggunakan program SPSS 25. Hasil penelitian menunjukkan bahwa: 1) kualitas produk berpengaruh terhadap minat beli, 2) harga tidak berpengaruh terhadap minat beli, 3) desain berpengaruh terhadap minat beli, 4) kualitas produk, harga, dan desain secara simultan berpengaruh terhadap minat beli Jersey PSIM Yogyakarta.

Kata kunci: kualitas produk, harga, desain dan minat beli.



ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND DESIGN TOWARDS CONSUMERS' PURCHASING DECISION OF PSIM YOGYAKARTA'S JERSEY

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This research aims to (1) find out whether product quality affects consumers' purchasing decision, (2) find out whether the price of the product affects consumers' purchasing decision, (3) find out whether the design of the product affects consumers' purchasing decision, (4) find out whether the product quality, price, and design affects simultaneously towards consumers' purchasing decision for PSIM Yogyakarta's Jersey. The population in this research were all students of Sanata Dharma University Yogyakarta who like football. The sampling technique uses *aksidental sampling*, the data were obtained by distributed questionnaires to 100 respondents. The analysis technique data uses SPSS 25 program. The result of this of this research are: 1) product quality and design affect consumers' purchasing decision, 2) price does not affect consumers' purchasing decision, 3) product quality, price, and design simultaneously affecting the consumers' purchasing decision of PSIM Yogyakarta's Jersey.

Keywords: product quality, price, design, and purchasing decision.