

**ABSTRAK**  
**PENGARUH KUALITAS PRODUK, HARGA DAN DESAIN PRODUK**  
**TERHADAP MINAT BELI *FURNITURE CUSTOM***  
**(STUDI PADA GENERASI MILENIAL)**

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Penelitian ini bertujuan untuk mengetahui : 1) ) pengaruh kualitas produk, harga, dan desain produk secara simultan terhadap minat beli *furniture custom* 2) pengaruh kualitas produk secara parsial terhadap minat beli *furniture custom*, 3) pengaruh harga secara parsial terhadap minat beli *furniture custom*, 4) pengaruh desain produk secara parsial terhadap minat beli *furniture custom*. Populasi penelitian ini adalah Generasi Milenial yang memiliki rentang umur 19 – 39 tahun. Teknik pengambilan sampel ini menggunakan metode non probability sampling dengan teknik *accidental sampling*. Sampel penelitian ini adalah 100 responden yang memiliki minat beli terhadap *furniture custom*, serta pengambilan data dilakukan melalui kuesioner. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, dan analisis regresi linear berganda dengan menggunakan aplikasi IBM SPSS 23. Hasil penelitian ini menunjukkan bahwa dan kualitas produk, harga, dan desain produk secara simultan berpengaruh terhadap minat beli *furniture custom*, kualitas produk secara parsial berpengaruh terhadap minat beli *furniture custom*, harga secara parsial tidak berpengaruh terhadap minat beli *furniture custom*, dan desain produk secara parsial berpengaruh terhadap minat beli *furniture custom*.

**Kata Kunci :** Kualitas Produk, Harga, Desain Produk dan Minat Beli

**THE INFLUENCE OF PRODUCT QUALITY, PRICE AND  
PRODUCT DESIGN ON INTEREST TO BUY CUSTOM  
FURNITURE  
(STUDY ON MILLENNIAL GENERATION)**

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This study aims to determine: 1) the effect of product quality, price, and product design simultaneously on interest in buying custom furniture, 2) the effect of product quality partially on the interest in buying custom furniture, 3) the effect of price partially on the interest in buying custom furniture, 4) the effect of product design partially on the interest in buying custom furniture. The population of this study is the Millennial Generation which has an age range of 19 – 39 years. This sampling technique uses a non-probability sampling method with an accidental sampling technique. The sample of this research is 100 respondents who have an interest in buying custom furniture, and data collection is done through a questionnaire. The data analysis technique used in this study is descriptive analysis, classical assumption test, and multiple linear regression analysis using the IBM SPSS 23 application. The results of this study indicate that product quality, price, and product design simultaneously affect interest in buying custom furniture, product quality partially affects buying interest in custom furniture, price partially has no effect on interest in buying custom furniture, and product design partially has affected interest in buying custom furniture.

***Keywords : Product Quality, Price, Product Design, and Buying Interest***