

ABSTRAK

PENGARUH PRODUCT DESIGN, BRAND TRUST, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN BRAND “CRSL” PADA KONSUMEN DI DAERAH ISTIMEWA YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara simultan *product design*, *brand trust*, dan kualitas produk terhadap keputusan pembelian *brand CRSL*, (2) pengaruh secara parsial *product design* secara parsial terhadap keputusan pembelian *brand CRSL*, (3) pengaruh secara parsial *brand trust* secara parsial terhadap keputusan pembelian *brand CRSL*, (4) pengaruh secara parsial kualitas produk secara parsial terhadap keputusan pembelian *brand CRSL*. Penelitian ini menggunakan teknik pengambilan sampel dengan metode *non probability sampling*, data yang diperoleh dengan membagikan kuesioner kepada 96 responden. Penelitian yang dilakukan menggunakan teknik analisis deskriptif, uji asumsi klasik, analisis linier berganda dan uji hipotesis. Alat analisis yang digunakan adalah program SPSS *Statistics 27*. Hasil yang diperoleh dalam penelitian menunjukkan bahwa: (1) *product design*, *brand trust*, dan kualitas produk secara simultan berpengaruh terhadap keputusan pembelian *brand CRSL*, (2) *product design* secara parsial tidak berpengaruh terhadap keputusan pembelian *brand CRSL*, (3) *brand trust* secara parsial tidak berpengaruh terhadap keputusan pembelian *brand CRSL*, (4) kualitas produk secara parsial berpengaruh terhadap keputusan pembelian *brand CRSL*.

Kata kunci: *Product Design*, *Brand Trust*, Kualitas Produk, dan Keputusan Pembelian.

ABSTRACT

**THE INFLUENCE OF PRODUCT DESIGN, BRAND TRUST AND
PRODUCT QUALITY ON PURCHASE DECISIONS OF CRSL BRAND**

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This research aims to determine: (1) the simultaneous influence of product design, brand trust, and product quality on CRSL brand purchasing decisions, (2) the partial influence of product design on CRSL brand purchasing decisions, (3) the partial influence of brand partial trust in purchasing decisions for the CRSL brand, (4) partial influence of product quality on purchasing decisions for the CRSL brand. This research uses a sampling technique with a non-probability sampling method, data obtained by distributing questionnaires to 96 respondents. The research was conducted using descriptive analysis techniques, classical assumption testing, multiple linear analysis and hypothesis testing. The analytical tool used is the SPSS Statistics 27 program. The results obtained in the research show that: (1) product design, brand trust, and product quality simultaneously influenced the decision to purchase the CRSL brand, (2) product design partially did not influence on the decision purchasing the CRSL brand, (3) brand trust partially did not influence on the decision to purchase the CRSL brand, (4) product quality partially influenced the decision to purchase the CRSL brand.

Keywords: Product Design, Brand Trust, Quality Product and Purchase Decision.