

ABSTRAK

PENGARUH KUALITAS PRODUK, DESAIN PRODUK, DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN HANDPHONE SAMSUNG

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh simultan kualitas produk, desain produk, dan promosi terhadap keputusan pembelian, (2) pengaruh kualitas produk terhadap keputusan pembelian, (3) pengaruh desain produk terhadap keputusan pembelian, (4) pengaruh promosi terhadap keputusan pembelian. Populasi dalam penelitian ini adalah mahasiswa Universitas Sanata Dharma yang pernah membeli dan menggunakan *handphone* Samsung dalam kurun waktu 5 tahun terakhir, serta mengetahui tentang promosi *handphone* Samsung. Teknik pengambilan sampel menggunakan *purposive sampling*, data diperoleh dengan membagikan kuesioner kepada 110 responden. Teknik analisis data dalam penelitian ini adalah analisis deskriptif dan analisis regresi linier berganda. Analisis data dibantu dengan menggunakan program aplikasi IBM SPSS Statistic 26. Hasil penelitian menunjukkan bahwa: 1) kualitas produk, desain produk, dan promosi secara simultan berpengaruh terhadap keputusan pembelian, 2) kualitas produk secara parsial berpengaruh terhadap keputusan pembelian, 3) desain produk secara parsial tidak berpengaruh terhadap keputusan pembelian, 4) promosi secara parsial berpengaruh terhadap keputusan pembelian.

Kata kunci: Kualitas Produk, Desain Produk, Promosi, dan Keputusan Pembelian

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY, PRODUCT DESIGN, AND PROMOTION ON THE PURCHASE DECISION OF SAMSUNG MOBILE PHONE

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This study aims to determine: (1) the simultaneous effect of product quality, product design, and promotion on purchase decision, (2) the effect of product quality on purchase decision, (3) the effect of product design on purchase decision, and (4) the effect of promotion on purchase decision. The population for this study consists of Sanata Dharma University students who have purchased and used Samsung mobile phone within the last 5 years and are aware of Samsung mobile phone promotions. A purposive sampling technique was used, with data were collected through questionnaires distributed to 110 respondents. The data analysis techniques employed in this study include descriptive analysis and multiple linear regression analysis. Data analysis was facilitated using IBM SPSS Statistics 26. The results indicate that: 1) product quality, product design, and promotion simultaneously affect purchase decision, 2) product quality has partial effect on purchase decision, 3) product design does not have partial effect on purchase decision, and 4) promotion has partial effect on purchase decision.

Keywords: Product Quality, Product Design, Promotion, Purchase Decision

