

ABSTRAK
PENGARUH DESAIN PRODUK DAN HARGA TERHADAP KEPUTUSAN
PEMBELIAN PRODUK PAKAIAN PADA E-COMMERCE SHOPEE
(Studi pada Mahasiswa Universitas Sanata Dharma)

Liberius Satrio Gonzales Bugis
Universitas Sanata Dharma
Yogyakarta
2023

Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh desain produk dan harga terhadap keputusan pembelian produk pakaian pada e-commerce Shopee. 2) Pengaruh desain produk terhadap keputusan pembelian produk pakaian di e-commerce Shopee. 3) Pengaruh harga terhadap keputusan pembelian produk pakaian di e-commerce Shopee. Populasi dalam penelitian ini adalah mahasiswa Universitas Sanata Dharma. Sampel dalam penelitian ini sebanyak 100 responden. Teknik pengambilan sampel menggunakan metode non probability sampling. Teknik analisis data yang digunakan adalah teknik statistik deskriptif, uji asumsi klasik, analisis linear berganda dan pengujian hipotesis menggunakan aplikasi IBM SPSS 25 dan data diperoleh dengan menyebarkan kuesioner kepada 100 responden. Hasil dalam penelitian ini menunjukkan bahwa: 1) Desain produk dan harga secara simultan tidak berpengaruh terhadap keputusan pembelian produk pakaian pada e-commerce Shopee. 2) Desain produk secara parsial tidak berpengaruh terhadap keputusan pembelian produk pakaian pada e-commerce Shopee. 3) Harga secara parsial tidak berpengaruh terhadap keputusan pembelian produk pakaian pada e-commerce Shopee.

Kata Kunci: Desain Produk, Harga, Keputusan Pembelian

ABSTRACT

**THE INFLUENCE OF PRODUCT DESIGN AND PRICING ON DECISIONS
PURCHASE APPEARANCE PRODUCTS ON E- COMMERCE SHOPEE**

Study on Sanata Dharma University Students

Liberius Satrio Gonzales Bugis
Sanata Dharma University
Yogyakarta
2023

This research aims to find out: 1) The influence of product design and price on purchasing decisions for clothing products on Shopee e-commerce. 2) The influence of product design on purchasing decisions for clothing products on Shopee e-commerce. 3) The Influence of price on purchasing decisions for clothing products on Shopee e-commerce. The population in this study were students at Sanata Dharma University. The sample in this study was 100 respondents. The sampling technique uses a non-probability sampling method. The data analysis techniques used were descriptive statistical techniques, classical assumption testing, multiple linear analysis and hypothesis testing using the IBM SPSS 25 application and data was obtained by distributing questionnaires to 100 respondents. The results of this research show that: 1) Product design and price simultaneously did not influence the decision to purchase clothing products on Shoopee e-commerce. 2) Product design partially had no influence on the decision to purchase clothing products on Shoopee e-commerce. 3) Price partially had no effect on the decision to purchase clothing products on Shoopee e-commerce.

Keywords: Product Design, Price, Purchasing Decisions

