

PENGARUH HARGA, KUALITAS PRODUK, DAN DESAIN TERHADAP KEPUTUSAN PEMBELIAN MOTOR YAMAHA R15

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh harga, kualitas produk, dan desain terhadap keputusan pembelian Yamaha R15. Semua data primer dan sekunder dikumpulkan. Data sekunder dikumpulkan dari berbagai sumber seperti jurnal, buku dan publikasi lainnya yang berkaitan. Data primer dikumpulkan dengan menggunakan kuesioner yang dibagikan kepada responden. Menggunakan teknik purposive sampling, sebanyak 100 responden. Berbagai uji statistik seperti validitas, reliabilitas dan tes asumsi klasik digunakan. Melalui analisis regresi, ditemukan bahwa harga dan desain memiliki efek positif pada keputusan pembelian. Disarankan untuk perusahaan mempertahankan dan mengembangkan strategi harga yang kompetitif dipasar dengan kompetitor. Untuk penelitian lebih lanjut sebaiknya menggunakan variabel yang berbeda, seperti promosi, *brand image*, dan lebih fokus terhadap pengalaman pembelian.

Kata kunci : Harga, Kualitas Produk, Desain, Keputusan Pembelian, Yamaha R15

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***THE EFFECT OF PERCEIVED PRICE, PRODUCT QUALITY,
AND DESIGN ON PURCHASE DECISION
OF YAMAHA R15***

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ABSTRACT

This study is aimed to analyze the effect of perceived price, product quality, and design on purchase decision of Yamaha R15. Both primary and secondary data were gathered. Secondary data were gathered from various sources such as journals, books and other related publications. Primary data were collected using questionnaire which were distributed to the target respondents. Using a purposive sampling technique, a total of 100 respondents were gathered. Various statistical tests such as validity, reliability and classical assumptions tests were employed. Using a regression analysis, it was found that perceived price and design had a positive effect on purchase decision. It is suggested that company should maintain price strategy for more competitive in market from another competitors. For further research should use different variable like promotion, brand image, and more focus on purchase experience.

Keywords: Price, Quality Product, Design, Purchase Decision, Yamaha R15

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