

**PENGARUH KUALITAS PRODUK DAN DESAIN PRODUK TERHADAP
KEPUTUSAN PEMBELIAN PRODUK *facial wash* POND'S DI KOTA
SINGARAJA**

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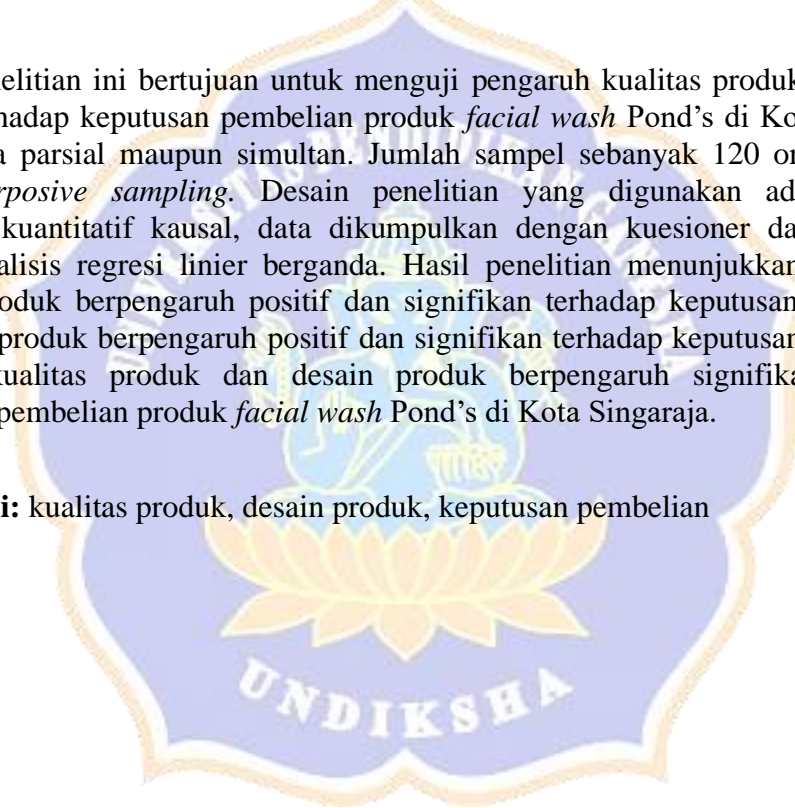
Margaretha Mika Puspanendra, NIM 2017041041

Jurusan Manajemen

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kualitas produk dan desain produk terhadap keputusan pembelian produk *facial wash* Pond's di Kota Singaraja baik secara parsial maupun simultan. Jumlah sampel sebanyak 120 orang dengan teknik *purposive sampling*. Desain penelitian yang digunakan adalah desain penelitian kuantitatif kausal, data dikumpulkan dengan kuesioner dan dianalisis dengan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa (1) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, (2) desain produk berpengaruh positif dan signifikan terhadap keputusan pembelian, dan (3) kualitas produk dan desain produk berpengaruh signifikan terhadap keputusan pembelian produk *facial wash* Pond's di Kota Singaraja.

Kata kunci: kualitas produk, desain produk, keputusan pembelian



***THE INFLUENCE OF PRODUCT QUALITY AND PRODUCT DESIGN ON
THE DECISION TO PURCHASE FACIAL WASH POND'S PRODUCTS IN
SINGARAJA CITY***

By

Margaretha Mika Puspanendra, NIM 2017041041

Bachelor of Management

ABSTRACT

This research aims to examine the influence of product quality and product design on purchasing decisions for Pond's facial wash products in Singaraja City, both partially and simultaneously. The total sample was 120 people using purposive sampling technique. The research design used was a causal quantitative research design, data was collected using questionnaires and analyzed using multiple linear regression analysis. The research results show that (1) product quality has a positive and significant effect on purchasing decisions, (2) product design has a positive and significant effect on purchasing decisions, and (3) product quality and product design have a significant effect on purchasing decisions for Pond's facial wash products in the city Singaraja.

Keywords: *product quality, product design, purchasing decisions*

