# PENGARUH KUALITAS PRODUK DAN DESAIN PRODUK TERHADAP KEPUTUSAN PEMBELIAN SEPEDA MOTOR YAMAHA AEROX DI SINGARAJA

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## ABSTRAK

Keputusan pembelian merupakan proses penentuan pilihan konsumen terhadap suatu produk berdasarkan kebutuhan dan persepsi terhadap kualitas serta desain yang ditawarkan. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk dan desain produk terhadap keputusan pembelian sepeda motor Yamaha Aerox di Kota Singaraja baik secara parsial maupun simultan. Penelitian ini menggunakan pendekatan kuantitatif dengan desain penelitian kausal. Subjek dalam penelitian ini adalah pengguna Yamaha Aerox di Kota Singaraja dengan jumlah responden sebanyak 110 orang yang dipilih menggunakan teknik *non-probability sampling* melalui metode *incidental sampling*. Data penelitian dikumpulkan melalui penyebaran kuesioner yang telah memenuhi uji validitas dan reliabilitas, kemudian dianalisis menggunakan analisis regresi linier berganda dengan pengujian hipotesis melalui uji t dan uji F. Hasil penelitian menunjukkan bahwa (1) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian sepeda motor Yamaha Aerox di Singaraja, (2) desain produk berpengaruh positif dan signifikan terhadap keputusan pembelian sepeda motor Yamaha Aerox di Singaraja, dan (3) kualitas produk dan desain produk secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian sepeda motor Yamaha Aerox di Singaraja. Temuan tersebut menunjukkan bahwa kualitas produk dan desain produk menjadi pertimbangan penting bagi konsumen dalam menentukan keputusan pembelian. Semakin baik kualitas yang dirasakan serta semakin menarik desain yang ditawarkan, semakin besar pula kecenderungan konsumen untuk memilih Yamaha Aerox sebagai kendaraan yang sesuai dengan kebutuhan. Berdasarkan hasil penelitian dapat disimpulkan bahwa kualitas produk dan desain produk merupakan faktor yang berperan dalam meningkatkan keputusan pembelian sepeda motor Yamaha Aerox di Singaraja. Disarankan kepada pihak Yamaha untuk mempertahankan kualitas produk yang telah dimiliki, terus mengembangkan desain produk yang inovatif dan mengikuti perkembangan tren, serta memperhatikan kebutuhan dan preferensi konsumen agar keputusan pembelian dapat terus meningkat dan daya saing produk tetap terjaga.

**Kata kunci:** kualitas produk, desain produk, keputusan pembelian

# *THE EFFECT OF PRODUCT QUALITY AND PRODUCT DESIGN ON THE PURCHASE DECISION OF THE YAMAHA AEROX MOTORCYCLE IN* SINGARAJA

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***ABSTRACT***

*A purchase decision is the process by which consumers determine their choice of a product based on their needs and perceptions of the product quality and design offered. This study aimed to examine the effect of product quality and product design on the purchase decision of Yamaha Aerox motorcycles in Singaraja City, both partially and simultaneously. This study employed a quantitative approach with a causal research design. The subjects of this study were Yamaha Aerox users in Singaraja City, involving 110 respondents selected using a non-probability sampling technique through incidental sampling. The research data were collected by distributing questionnaires that had met the validity and reliability requirements and were subsequently analyzed using multiple linear regression analysis. The hypotheses were tested using the t-test and F-test. The results revealed that (1) product quality had a positive and significant effect on the purchase decision of Yamaha Aerox motorcycles in Singaraja, (2) product design had a positive and significant effect on the purchase decision of Yamaha Aerox motorcycles in Singaraja, and (3) product quality and product design simultaneously had a positive and significant effect on the purchase decision of Yamaha Aerox motorcycles in Singaraja. These findings indicate that product quality and product design are important considerations for consumers when making purchase decisions. The better the perceived product quality and the more attractive the product design, the greater the consumers' tendency to choose Yamaha Aerox as a motorcycle that meets their needs. Based on these findings, it can be concluded that product quality and product design are important factors in improving the purchase decision of Yamaha Aerox motorcycles in Singaraja. Therefore, Yamaha is recommended to maintain its product quality, continuously develop innovative product designs that keep pace with market trends, and pay close attention to consumers' needs and preferences in order to enhance purchase decisions and maintain the product's competitiveness.*

***Keywords:*** *product quality, product design, purchase decision*