

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, fitur dan desain terhadap keputusan pembelian Honda Mobilio pada dealer Honda Royal Kenjeran.

Jenis penelitian yang digunakan dalam penelitian adalah penelitian kuantitatif. Populasi dalam penelitian ini adalah konsumen yang pernah melakukan pembelian dan berkunjung pada dealer Honda Royal Kenjeran. Berdasarkan kriteria yang telah ditentukan maka diperoleh sampel sebanyak 100 responden. Metode pengambilan sampel yang digunakan adalah *non probability sampling*, dimana masing-masing elemen tidak diketahui apakah berkesempatan menjadi elemen-elemen sampel tersebut atau tidak. Teknik pengambilan sampel menggunakan *Accidental sampling* dengan kuisioner sebagai teknik pengumpulan data. Metode analisis data yang digunakan adalah Analisis Regresi Linier Berganda dengan alat bantu SPSS.

Hasil penelitian menunjukkan bahwa variabel kualitas produk, fitur dan desain memiliki pengaruh signifikan dan mengarah positif terhadap keputusan pembelian. Dengan hasil uji t yang menunjukkan tingkat signifikansi yang diperoleh dari variabel bebas yaitu untuk kualitas produk sebesar 0,000, fitur sebesar 0,012, desain sebesar 0,000. Serta tingkat Adjusted (R^2) sebesar 0,604 yang berarti bahwa sumbangan atau kontribusi dari variabel bebas yang terdiri atas kualitas produk, fitur dan desain secara bersama-sama terhadap variabel terikat keputusan pembelian sebesar 60,4 % sedangkan sisanya 39,6 % dipengaruhi oleh faktor lain diluar model.

Kata Kunci : Kualitas Produk, Fitur, Desain dan Keputusan Pembelian

ABSTRACT

This research aims to determine the influence of product quality, features and design on purchasing decisions of Honda Mobilio at Royal Kenjeran Honda dealer.

The type of research that been used in this research is quantitative research. The population in this research are consumers who have made a purchase and visit at the Honda Royal Kenjeran dealers. Based on the criteria that have been determined then obtained a sample of 100 respondents. Sampling method that been used is non probability sampling, where each element is not known whether the opportunity to be elements of the sample or not. The sampling technique using accidental sampling with questionnaire as data collection technique. Data analysis method that been used is Multiple Linear Regression Analysis with using SPSS tool.

The results showed that product quality variables, features and designs have a significant and positive influence on the purchasing decisions. With the result of t test showing the level of significance obtained from the independent variable that is for product quality of 0.000, feature of 0.012, and design of 0.000. The level of Adjusted (R²) of 0.604 which means that the contribution or contribution of independent variables consisting of product quality, features and design together to the dependent variable purchase decision of 60.4% while the remaining 39.6% influenced by other factors outside of the model.

Keywords: Product quality, features, design and purchase decision

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Abstrak ini adalah memang betul translasi dari **J.B. BAHASA**
Sesuai dengan adanya yang telah disetujui oleh dosen pembimbing



Petugas **J.B. BAHASA**