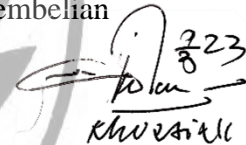# ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan mengetahui pengaruh desain produk, harga terhadap keputusan pembelian *merchandise* idola yang dimediasi minat beli.

Penelitian ini dilakukan dengan metode penelitian kuantitatif. Populasi dalam penelitian ini adalah Komunitas ARMY Surabaya yang melakukan pembelian *merchandise* idola. Jumlah sampel yang dihitung menggunakan rumus *lemeshow* didapatkan sebanyak 100 orang. Teknik pengambilan sampel menggunakan metode *non probability sampling* dengan pendekatan *purposive sampling*. Pengumpulan data digunakan melalui penyebaran kuesioner. Teknik analisis data yang digunakan adalah *Partial Least Square* (PLS) dengan menggunakan *software SmartPLS* 4.0.

Hasil penelitian pengaruh langsung menunjukan bahwa Desain Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian, Harga berpengaruh positif dan signifikan terhadap Keputusan Pembelian, Desain Produk berpengaruh positif dan signifikan terhadap Minat Beli, Harga berpengaruh positif dan signifikan terhadap Minat Beli, Minat Beli berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Sedangkan, hasil penelitian pengaruh tidak langsung menunjukan bahwa Minat Beli mampu memediasi Desain Produk terhadap Keputusan Pembelian secara positif dan signifikan serta Minat Beli mampu memediasi Harga terhadap Keputusan Pembelian secara positif dan signifikan.

Kata Kunci: Desain Produk, Harga, Minat Beli, Keputusan Pembelian

ABSTRACT

This research aimed to analyze and find out the effect of product design, and price on the purchasing decisions of Idol Merchandise which was mediated by buying intentions.

The research was quantitative. Furthermore, the population was the ARMY community Surabaya who had purchased Idol Merchandise. The sample was calculated by the Lemeshow formula which consisted of 100 respondents. Moreover, the data collection technique used non-probability sampling with purposive sampling as the sampling technique. The instrument in the data collection technique used questionnaires that were distributed to the respondents. Additionally, the data analysis technique used Partial Least Square (PLS) SmartPLS 4.0.

The result of the direct effect showed that product design had a positive and significant effect on purchasing decisions. Likewise, the price had a positive and significant effect on purchasing decisions. While product design had a positive and significant effect on buying intentions. Similarly, the price had a positive and significant effect on buying intentions. In addition, buying intentions had a positive and significant effect on purchasing decisions. Meanwhile, the result of the indirect effect showed that purchasing intention was able to mediate product design on the purchasing decisions positively and significantly. Likely buying intentions could mediate price on the purchasing decisions positively and significantly.

Keywords: Product Design, Price, Buying Intentions, Purchasing Decisions