

ABSTRAK

Penelitian mengenai analisis citra merek, desain produk, promosi dan persepsi kualitas yang mempengaruhi keputusan pembelian. Penelitian ini bertujuan mengetahui pengaruh citra merek, desain produk, promosi, dan persepsi kualitas secara parsial terhadap keputusan pembelian produk tas Sophie Martin pada mahasiswa Universitas Muhammadiyah Jember Fakultas Ekonomi-Manajemen Angkatan 2013-2014. Populasi dalam penelitian ini adalah seluruh mahasiswa Universitas Muhammadiyah Jember Fakultas Ekonomi-Manajemen Angkatan 2013-2014 dengan responden sebanyak 78 orang menggunakan teknik *non probability sampling* dengan pendekatan *purposive sampling*. Alat analisis menggunakan regresi linier berganda dengan *software SPSS* versi 23. Hasil uji t (parsial) menunjukkan signifikansi citra merek (0,015), desain produk (0,041), promosi (0,012), dan persepsi kualitas (0,023) lebih kecil dari 0,05. Sehingga secara parsial berpengaruh signifikan terhadap keputusan pembelian. Analisis regresi menunjukkan bahwa citra merek (0,220), desain produk (0,138), promosi (0,293), dan persepsi kualitas (0,258) berpengaruh positif terhadap keputusan pembelian. Uji koefisien determinasi (R^2) menunjukkan bahwa 47,7% keputusan pembelian tas Sophie Martin dipengaruhi oleh citra merek, desain produk, promosi, dan persepsi kualitas. Sedangkan sisanya 52,3% dipengaruhi oleh variabel lain, seperti harga, *brand ambassador*, kepercayaan, dan lain-lain.

Kata kunci : citra merek, desain produk, promosi, persepsi kualitas, dan keputusan pembelian.

ABSTRACT

Research on the analysis of brand image, product design, promotion and perception of quality that influence purchase decisions. This study aims to determine the effect of brand image, product design, promotion, and partially on the quality perception of the product

purchase decision bag Sophie Martin at Muhammadiyah University student Jember Faculty of Economic and Management Force 2013-2014. The population in this study were all female students of Muhammadiyah University of Jember Faculty of Economic and Management Force 2013-2014 with respondents as many 78 people using non-probability sampling technique with purposive sampling approach. Method using multiple linear regression analysis with SPSS software version 23. Results of t test (partial) indicates the significance of the brand image (0,015), product design (0,041), promotion (0,012), and the perception of quality (0,023) is smaller than 0,05. Thus partially significant effect on purchasing decisions. Regression analysis showed that the image of the brand (0,220), product design (0,138), promotion (0,293), and the perception of quality (0,258) positive influence on purchase decisions. Test the coefficient of determination (R^2) shows that 47,7% of purchase decisions are influenced by the bag Sophie Martin brand image, product design, promotion, and perceived quality. While the remaining 52,3% is influenced by other variables, such as price, brand ambassador, trust, and others.

Keywords: *brand image, product design, promotion, perceived quality, and purchase decisions.*