ABSTRAK

Perkembangan di Indonesia dalam bidang perekonomian sangat pesat seperti halnya dalam bidang properti rumah tangga yang juga mengalami perkembangan sangat pesat. Di samping itu persaingan pada perusahaan sangat tinggi dan ketat menyebabkan para pengusaha harus dapat membuat terobosan terbaru agar laku di pasaran. Saat ini industri mebel alumunium bersaing dengan mebel jepara. Melihat perkembangan mebel alumunium di Jember sangat meningkat banyak produsen mebel alumunium di antaranya UD Mebel Alumunium Kasiyan Kecamatan Puger. Produk mebel alumunium yang dipasarkan UD Mebel Alumunium Kasiyan ini menjadi mebel yang sangat dibutuhkan masyarakat terutama untuk ibu-ibu rumah tangga guna memenuhi kebutuhan *furniture* dikarenakan di desa Kasiyan masih sedikit industri mebel alumunium. Namun disisi lain UD Mebel Alumunium memiliki permasalahan mengenai harga, keberagaman produk dan brand *image* ini menyebabkan konsumen masih berpikir kembali untuk melakukan keputusan pembelian. Jenis penelitian yang digunakan pada penelitian ini adalah kuantitatif. Sampel dalam penelitian ini berjumlah 112 responden. Teknik pengambilan sampel menggunakan *purposive sampling*. Metode pengumpulan data dengan observasi dan penyebaran kuesioner langsung di lapangan. Analisis data yang digunakan adalah regresi berganda dan hipotesis diuji dengan menggunakan uji-t dan uji-f. Hasil penelitian menunjukkan bahwa variabel harga tidak berpengaruh signifikan terhadap keputusan pembelian secara parsial. Variabel keberagaman produk dan *brand image* berpengaruh signifikan terhadap keputusan pembelian secara parsial. Serta harga, keberagaman produk dan *brand image* secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian. Saran untuk peneliti selanjutnya untuk menambah variabel independen lainnya selain harga, keberagaman produk, dan *brand image* yang tentunya dapat mempengaruhi variabel dependen keputusan pembelian.

Kata kunci: Harga, Kebergaman Produk, *Brand Image*, dan Keputusan Pembelian

ABSTRACT

The development in Indonesia in the economic sector is very rapid as is the case in the field of household property which is also experiencing very rapid development. In addition, competition in companies is very high and tight, causing entrepreneurs to be able to make the latest breakthroughs to sell well in the market. Currently, the furniture industry competes with jepara furniture. Seeing the development of furniture in Jember, there are many furniture manufacturers, including UD Kasiyan Furniture, Puger District. The product marketed by UD Kasiyan Furniture is a furniture that is needed by the community, especially for housewives to meet *furniture* needs because in Kasiyan village there is still a small furniture industry. However, on the other hand, UD Furniture has problems regarding price, product diversity and brand *image*, causing consumers to still think again about making purchase decisions. The type of research used in this study is quantitative. The sample in this study was 112 respondents. The sampling technique uses *purposive sampling.* Methods of data collection by observation and dissemination of questionnaires directly in the field. The data analysis used is multiple regression and the hypothesis is tested using the t-test and the f-test. The results showed that the price variable had no significant effect on purchasing decisions partially. Product diversity and brand image variables have a significant effect on purchasing decisions partially. And price, product diversity and brand image simultaneously have a positive and significant effect on purchasing decisions. Suggestions for further researchers to add other independent variables besides price, product diversity, and brand image which of course can affect the dependent variable of purchasing decisions

Keywords: Price, Product Diversity, *Brand Image*, and Purchasing Decision