

## ABSTRAK

Penelitian ini bertujuan untuk (1) Menganalisis pengaruh desain produk terhadap keputusan pembelian produk Santi Collection Jember. (2) Menganalisis pengaruh kualitas produk terhadap keputusan pembelian Santi Collection Jember. (3) Menganalisis pengaruh keragaman produk terhadap keputusan pembelian Santi Collection Jember. (4) Menganalisis pengaruh desain produk, kualitas produk dan keragaman produk terhadap keputusan pembelian produk Santi Collection Jember. Populasi dalam penelitian ini adalah konsumen Santi Collection Jember dan sampel yang digunakan sebanyak 60 orang. Teknik pengambilan sampel dengan menggunakan non probability sampling dengan pendekatan purposive sampling adalah teknik penentuan sampel dengan pertimbangan tertentu. Analisis yang digunakan meliputi uji instrument penelitian (uji validitas dan uji reliabilitas), analisis regresi linier berganda, uji asumsi klasik (uji multikolonieritas, uji heteroskedastisitas dan uji normalitas) dan uji hipotesis (uji F, uji t, koefisien determinasi). Hasil analisis menggunakan regresi dapat diketahui bahwa variabel desain produk, kualitas produk, keragaman produk berpengaruh signifikan terhadap keputusan pembelian produk pada Santi Collection Jember.

**Kata kunci :** Desain Produk, Kualitas Produk, Keragaman Produk dan Keputusan Pembelian Produk

## *ABSTRACT*

This study aims to (1) Analyze the effect of product design on the purchase decision of Santi Collection Jember products. (2) Analyzing the effect of product quality on Santi Collection Jember's purchasing decision. (3) Analyzing the effect of product diversity on Santi Collection Jember's purchasing decision. (4) Analyzing the influence of product design, product quality and product diversity on Santi Collection Jember's product purchasing decisions. The population in this study was Santi Collection Jember consumers and the sample used was 60 people. The sampling technique uses non probability sampling with a purposive sampling approach is a sample determination technique with certain considerations. The analysis used includes test instrument research (validity and reliability testing), multiple linear regression analysis, classical assumption test (multicollinearity test, heteroscedasticity test and normality test) and hypothesis testing (F test, t test, coefficient of determination). The results of the analysis using regression can be seen that the product design variables, product quality, product diversity have a significant effect on product purchasing decisions at Santi Collection Jember.

Keywords: Product Design, Product Quality, Product Diversity and Product Purchase Decisions