

ABSTRAK

Aberson Sidebang NIM: 7203260001 “Pengaruh Desain Produk dan Citra Merek Terhadap Keputusan Pembelian pada Produk Roti Kacang Hj Eliya Lubis”. Jurusan Manajemen, Fakultas Ekonomi Universitas Negeri Medan

Penelitian ini bertujuan untuk menguji pengaruh desain produk dan citra merek terhadap keputusan pembelian produk roti kacang Hj Eliya Lubis. Metode penelitian yang digunakan adalah kuantitatif, dengan populasi konsumen roti kacang Hj Eliya Lubis, Tebing Tinggi, Sumatra Utara. Hasil penelitian menunjukkan bahwa: (1) Citra merek berpengaruh positif secara parsial terhadap keputusan pembelian ($t_{hitung} = 3.661 > t_{tabel} 1.66$ dengan nilai signifikan $0,001 < 0,05$). (2) Media sosial juga berpengaruh positif secara parsial ($t_{hitung} = 6.179 > t_{tabel} 1.66$ dengan nilai signifikan $0,04 < 0,05$). (3) Secara simultan, citra merek dan media sosial berpengaruh positif terhadap keputusan pembelian ($0,001 < 0,05$ dan nilai F hitung sebesar 22.832 maka $F_{hitung} > F_{tabel}$ yaitu $22.832 > 2,70$).

Kata Kunci: Desain Produk, Citra Merek, Keputusan Pembelian



ABSTRACT

***Aberson Sidebang NIM: 7203260001 "The Influence of Product Design and Brand Image on Purchasing Decisions on Hj Eliya Lubis Nut Bread Products".
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This research aims to examine the influence of product design and brand image on purchasing decisions for Hj Eliya Lubis peanut bread products. The research method used was quantitative, with a population of Hj Eliya Lubis peanut bread consumers, Tebing Tinggi, North Sumatra. The research results show that: (1) Brand image has a partial positive effect on purchasing decisions ($t = 3.661 > t$ table 1.66 with a significant value of $0.001 < 0.05$). (2) Social media also has a partial positive effect ($t = 6.179 > t$ table 1.66 with a significant value of $0.04 < 0.05$). (3) Simultaneously, brand image and social media have a positive effect on purchasing decisions ($0.001 < 0.05$ and the calculated F value is 22,832, so $F_{count} > F_{table}$, namely $22,832 > 2.70$).

Keywords: Product Design, Brand Image, Purchase Decision.

