

ABSTRAK

Ruby Albina Shafa, Nim: 7203260012 “Pengaruh *Co-Branding* dan Desain Produk Terhadap Keputusan Pembelian Produk UT *Graphic T-Shirt* Uniqlo Pada Mahasiswa Fakultas Ekonomi Universitas Negeri Medan”. Program Studi Kewirausahaan, Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Medan.

Penelitian ini bertujuan untuk mengetahui pengaruh *Co-Branding* dan Desain Produk terhadap Keputusan Pembelian produk UT *Graphic T-Shirt* Uniqlo pada Mahasiswa Fakultas Ekonomi Universitas Negeri Medan. Jenis penelitian yang digunakan pada penelitian ini adalah kuantitatif. Dengan menggunakan metode pengambilan sampel *non probability sampling* dengan teknik yaitu *purposive sampling*. Populasi yang digunakan adalah mahasiswa yang pernah melakukan pembelian terhadap produk UT *Graphic T-Shirt* Uniqlo sebanyak 90 sampel. Data diolah menggunakan *Statistical Package for the Social Sciences* versi 25. Berdasarkan hasil penelitian diperoleh hasil bahwa secara parsial variabel *Co-Branding* dan Desain Produk berpengaruh positif terhadap Keputusan Pembelian, Kemudian, secara simultan *Co-Branding* dan Desain Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian.

Kata Kunci : *Co-Branding*, Desain Produk dan Keputusan Pembelian.



ABSTRACT

Ruby Albina Shafa, Student ID: 7203260012, “The Effect of Co-Branding and Product Design on Purchasing Decisions for UT Graphic T-Shirt Uniqlo Products for Students of the Faculty of Economics, State University of Medan “. Entrepreneurship Study Program, Department of Management, Faculty of Economics, State University of Medan.

This research aims to determine the influence of Co-Branding and Product Design on Purchase Decisions for UT Graphic T-Shirt Uniqlo products among Students at the Faculty of Economics, Medan State University. The type of research used in this research is quantitative. By using a non-probability sampling method with a technique, namely purposive sampling. The population used was students who had purchased 90 samples of UT Graphic T-Shirt Uniqlo products. The data was processed using the Statistical Package for the Social Sciences version 25. Based on the research results, the results showed that partially the Co-Branding and Product Design variables had a positive effect on Purchasing Decisions, then, simultaneously Co-Branding and Product Design had a positive and significant effect on Purchasing Decisions .

Keywords : Co-Branding, Product Design dan Purchase Decisions.

