

## ABSTRAK

Afkarina, Izzatul. 2022. Skripsi “**Pengaruh Desain Produk, Harga Dan Promosi Terhadap Keputusan Pembelian Gazebo Pada CV. Claster Bambu Manis Kabupaten Probolinggo**”. Program Studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Penelitian ini dilakukan di CV. Claster Bambu Manis Kabupaten Probolinggo dengan tujuan penelitian yang hendak dicapai adalah (1) Untuk mengetahui pengaruh desain produk, harga dan promosi terhadap keputusan pembelian gazebo secara simultan di CV. Claster Bambu Manis Kabupaten Probolinggo (2) Untuk mengetahui pengaruh desain produk, harga dan promosi terhadap keputusan pembelian gazebo secara parsial di CV. Claster Bambu Manis Kabupaten Probolinggo.

Populasi dalam penelitian ini adalah seluruh konsumen yang telah melakukan pembelian gazebo di CV. Claster Bambu Manis Kabupaten Probolinggo selama peneliti melakukan penelitian, dengan sampel yang diambil adalah sebanyak 40 responden dengan teknik pengambilan sampel yaitu sampel insidental. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian deskriptif kuantitatif, variabel yang digunakan meliputi desain produk, harga, promosi dan keputusan pembelian. Metode analisis data dari hasil penelitian ini yaitu metode deskriptif kuantitatif dengan menggunakan statistik berupa uji instrumen, uji normalitas, uji asumsi klasik, analisis regresi berganda, koefisien korelasi berganda, koefisien determinasi dan pengujian hipotesis.

Hasil penelitian ditunjukkan dengan persamaan regresi  $Y = -5,247 + 0,129X_1 + 0,372X_2 + 0,701X_3$  dan hasil uji hipotesis simultan  $F_{hitung}$  sebesar  $74,936 > F_{tabel} 2, 866$  dengan nilai signifikansi (Sig) sebesar  $0,000^b$  membuktikan bahwa desain produk, harga dan promosi secara simultan berpengaruh terhadap keputusan pembelian. Hasil uji hipotesis parsial  $t_{tabel} = 2,028$  dan nilai  $t_{hitung} X_1 = 2,705$ ,  $X_2 = 7,860$ ,  $X_3 = 12,597$  dengan nilai Sig ketiga variabel  $< 0,05$  membuktikan bahwa desain produk, harga dan promosi secara parsial (secara individual) berpengaruh terhadap keputusan pembelian.

**Kata Kunci** : Desain Produk, Harga, Promosi, Keputusan Pembelian

## **ABSTRACT**

*Afkarina, Izzatul. 2022. Thesis "The Influence of Product Design, Price and Promotion on Gazebo Purchase Decisions at CV. Cluster Bambu Manis of Probolinggo Regency". Management Study Program, Faculty of Economics, Panca Marga University Probolinggo.*

*This research was conducted at CV. Cluster Bambu Manis Probolinggo Regency with research objectives to be achieved are (1) To determine the effect of product design, price and promotion on gazebo purchasing decisions simultaneously at CV. Cluster Bambu Manis Probolinggo Regency (2) To determine the effect of product design, price and promotion on gazebo purchasing decisions partially at CV. The Sweet Bamboo Cluster of Probolinggo Regency.*

*The population in this study were all consumers who had purchased gazebo at CV. Cluster Bambu Manis Probolinggo Regency during the research, with samples taken as many as 40 respondents with a sampling technique that is incidental samples. The type of research used in this research is descriptive quantitative research, the variables used include product design, price, promotion and purchasing decisions. The data analysis method from the results of this study is a quantitative descriptive method using statistics in the form of instrument tests, normality tests, classical assumption tests, multiple regression analysis, multiple correlation coefficients, coefficients of determination and hypothesis testing.*

*The results are shown by the regression equation  $Y = -5.247 + 0.129X_1 + 0.372X_2 + 0.701X_3$  and the results of the simultaneous hypothesis test  $F$  count of  $74,936 > F$  table 2, 866 with a significance value (Sig) of 0.000b proving that product design, price and promotions simultaneously affect purchasing decisions. The results of the partial hypothesis test  $t$  table = 2,028 and the value of  $t$  arithmetic  $X_1 = 2,705$ ,  $X_2 = 7,860$ ,  $X_3 = 12,597$  with the Sig value of the three variables  $< 0.05$  proving that product design, price and promotion partially (individually) affect purchasing decisions .*

**Keywords:** *Product Design, Price, Promotion, Purchase Decision*