

ABSTRAK

Penelitian ini bertujuan untuk menganalisis Pengaruh Kualitas Produk, Promosi, Dan Desain Produk Terhadap Keputusan Pembelian (Studi Pada Pengguna Masker Wajah Ovale Di Kota Bekasi). Populasi dalam penelitian ini adalah konsumen masker wajah Ovale di Kota Bekasi dan pengambilan sampel menggunakan teknik purposive sampling, didapat sebanyak 100 responden. Metode analisis data menggunakan *Partial Least Square*. Penelitian ini membuktikan bahwa kualitas produk memiliki pengaruh signifikan terhadap keputusan pembelian, promosi memiliki pengaruh signifikan terhadap keputusan pembelian dan desain produk memiliki pengaruh yang signifikan terhadap keputusan pembelian.

Kata Kunci : Kualitas Produk, Promosi, Desain Produk, Keputusan Pembelian.



ABSTRACT

This study aims to analyze the effect of product quality, promotion, and product design on purchasing decisions (Study of Ovale Face Mask Users in Bekasi City). The population in this study were consumers of Ovale face masks in Bekasi City and the sample was taken using a purposive sampling technique, as many as 100 respondents were obtained. Methods of data analysis using Partial Least Square. This study proves that product quality has a significant influence on purchasing decisions, promotion has a significant influence on purchasing decisions and product design has a significant influence on purchasing decisions.

Keywords: Product Quality, Promotion, Product Design, Purchase Decisions.

