

ABSTRAK

Penelitian ini diajukan untuk mengetahui apakah desain produk, persepsi kualitas dan citra merek pada produk Honda PCX 150 memberikan pengaruh yang besar terhadap minat beli konsumen atau tidak. Populasi yang ditetapkan di skripsi ini adalah seluruh calon pembeli Honda PCX 150 yang berada di wilayah Kudus. Jumlah sampel penelitian sendiri sebanyak 100 orang yang diperoleh peneliti selama periode observasi responden. Jumlah 100 tersebut diperoleh peneliti melalui penghitungan rumus Slovin. Hasil analisis studi menghasilkan beberapa konklusi antara lain desain produk berpengaruh positif dan signifikan terhadap citra merek, persepsi kualitas berpengaruh positif dan signifikan terhadap citra merek, desain produk berpengaruh positif dan signifikan terhadap minat beli, persepsi kualitas berpengaruh positif dan signifikan terhadap minat beli, citra merek berpengaruh positif dan signifikan terhadap minat beli. Variabel citra merek mampu memediasi pengaruh tidak langsung antara desain produk dan persepsi kualitas terhadap minat beli.

Kata Kunci: Desain Produk, Persepsi Kualitas, Citra Merek, Minat Beli



ABSTRACT

This study was proposed to determine whether product design, perceived quality and brand image on Honda PCX 150 products had a major influence on consumer purchase interest or not. The population determined in this thesis research is all prospective buyers of Honda PCX 150 who are in the Kudus area. The number of research samples themselves were 100 people obtained by the researcher during the respondent's observation period. The number of 100 was obtained by the researcher through the calculation of the Slovin formula. The results of the analysis of the study resulted in several conclusions, namely product design had a positive and significant effect on brand image, perceived quality had a positive and significant effect on brand image, product design had a positive and significant effect on purchase intention, perceived quality had a positive and significant effect on purchase intention, brand image. positive and significant effect on purchase intention. The brand image variable is able to mediate the indirect effect between product design and perceived quality on purchase intention.

Keywords: Product Design, Quality Perception, Brand Image, Purchase Intention

