

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh citra merek, desain produk, dan harga terhadap keputusan pembelian produk Eiger di Kota Tanjungpinang. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui penyebaran kuesioner kepada konsumen yang pernah membeli produk Eiger di Kota Tanjungpinang. Analisis data dilakukan menggunakan metode Partial Least Square-Structural Equation Modeling (PLS-SEM) dengan bantuan aplikasi SmartPLS 4.0. Hasil penelitian menunjukkan bahwa citra merek, desain produk, dan harga masing-masing berpengaruh positif dan signifikan terhadap keputusan pembelian produk Eiger. Selain itu, ketiga variabel tersebut secara simultan juga berpengaruh signifikan terhadap keputusan pembelian. Nilai koefisien determinasi (R-Square) sebesar 0,623 menunjukkan bahwa citra merek, desain produk, dan harga mampu menjelaskan sebesar 62,3% variasi keputusan pembelian, sedangkan sisanya dipengaruhi oleh faktor lain di luar penelitian. Temuan ini menunjukkan bahwa peningkatan citra merek, inovasi desain produk yang sesuai dengan kebutuhan konsumen, serta penetapan harga yang kompetitif dapat meningkatkan keputusan pembelian konsumen terhadap produk Eiger di Kota Tanjungpinang.

Kata kunci: citra merek, desain produk, harga, keputusan pembelian

ABSTRACT

This study aims to examine the influence of brand image, product design, and price on purchasing decisions of Eiger products in Tanjungpinang City. This research employed a quantitative approach using a survey method. Data were collected through questionnaires distributed to consumers who had purchased Eiger products in Tanjungpinang City. The data were analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 4.0 software. The results indicate that brand image, product design, and price each have a positive and significant effect on purchasing decisions. Furthermore, these three variables simultaneously have a significant influence on purchasing decisions. The coefficient of determination (R-Square) of 0.623 indicates that brand image, product design, and price explain 62.3% of the variance in purchasing decisions, while the remaining 37.7% is influenced by other factors outside the scope of this study. These findings suggest that strengthening brand image, developing innovative product designs that meet consumer needs, and implementing competitive pricing strategies can enhance consumers' purchasing decisions for Eiger products in Tanjungpinang City.

Keywords: brand image, product design, price, purchasing decision