

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh sikap konsumen, citra merek, dan desain produk terhadap keputusan pembelian batik temawon di kampong batik semarang di masa pandemic covid-19. Penelitian ini dilakukan terhadap konsumen yang membeli dan digunakan sendiri batik temawon semarang di masa pandemic covid-19. Populasi dalam penelitian ini adalah konsumen batik temawon yang membeli dan digunakan sendiri. Untuk data primer di dapatkan dari kuisioner atau engket yang dibagikan secara langsung sebanyak 90 responden dan data sekunder melalui literature. Teknik sampling yang digunakan yaitu purposive sampling. Pengujian olah data yang digunakan yaitu uji instrument, uji regresi berganda, uji hipotesis. Hasil penelitian membuktikan bahwa : (1.) sikap konsumen berpengaruh positif dan signifikan terhadap keputusan pembelian dimasa pandemic covid-19 (hasil uji $t = 3.119$ dengan nilai sig. 0.002). (2.) citra merek berpengaruh positif tidak signifikan terhadap keputusan pembelian dimasa pandemic covid-19 (hasil uji $t = 1.374$ dengan tingkat nilai sig. 0.173). (3.) desain produk berpengaruh positif dan signifikan terhadap keputusan pembelian dimasa pandemic covid-19 (hasil uji $t = 9.781$ dengan tingkat nilai sig. 0.000). (4.) sikap konsumen , citra merek, dan desain produk berpengaruh terhadap keputusan pembelian (dengan hasil uji $F = 69.454$ dengan tingkat nilai sig. 0.000). (5.) Sikap Konsumen, citra merek, dan desain produk terhadap keputusan pembelian sebesar 69.8% ($R^2 = 0.698$).

Kata Kunci : Sikap Konsumen, Citra Merek, Desain Produk dan Keputusan Pembelian

ABSTRACT

This study aims to analyze the influence of consumer attitudes, brand image, and product design on purchasing decisions of Temawon Semarang batik in the Semarang village of batik during the Covid-19 pandemic. This research was conducted on batik Temawon Semarang consumers during the Covid-19 pandemic. The population in this study were consumers of Temawon batik which they bought and used themselves. To get primary data obtained from questionnaires or cranks which were distributed directly by 88 respondents and secondary data through literature. The sampling technique used was purposive sampling. The data processing test used is the instrument test, validity, reliability, R^2 test, F test, t test. The results of the study prove that: (1.) consumer attitudes have a positive and significant effect on purchasing decisions during the Covid-19 pandemic (t test result = 3.119 with a sig. 0.002). (2.) Brand image has no significant positive effect on purchasing decisions during the Covid-19 pandemic (t test result = 1.374 with a sig. 0.173 value level). (3.) Product design has a positive and significant effect on purchasing decisions during the Covid-19 pandemic (t test result = 9.781 with a sig. 0.000 value level). (4.) consumer attitudes, brand image, and product design influence purchasing decisions (with test results F = 69.454 with a sig. 0.000 value level). (5.) Consumer attitudes, brand image, and product design on purchasing decisions by 69.8% (R^2 0.698).

Keywords: Consumer Attitudes, Brand Image, Product Design and Purchase Decisions