**PENGARUH KUALITAS PRODUK, DESAIN PRODUK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN LAPTOP LENOVO IDEAPAD 120S-11 DI KOTA PADANG**

 **Restia Lisa Oktaviani1 , Dahnil Johar2, Dahliana Kamener3**

***Student Department of Management Faculty of Economics, Bung Hatta University***

***Lecture Departement of Management Faculty of Economic, Bung Hatta University***

**E-mail** : restialisaaaa@gmail.com, Johardanil@gmail.com, Dahlianakamener@gmail.com

# ABSTRAK

Tujuan penelitian ini adalah untuk menganalisis pengaruh kualitas produk, desain produk, dan harga terhadap keputusan pembelian laptop lenovo ideapad 120S-11 di kota padang. Teknik pengambilan sampel menggunakan metode *purposive sampling*, dengan jumlah responden sebanyak 80 orang. Metode analisa yang digunakan yaitu analisa regresi linear berganda dan uji hipotesis menggunakan Uji F, Uji *Rsquare,* dan Uji T. Hasil penelitian menunjukkan bahwa secara simultan kualitas produk, desain prosuk, dan harga berpengaruh terhadap keputusan pembelian laptop lenovo ideapad 120S-11 di kota padang. Pada Uji R*square* didapato bahwa sebanyak 42,4% keputusan pembelian konsumen terhadap laptop lenovo ideapad 120S-11 di kota padang di pengaruhi oleh variabel kualitas produk, desain produk, dan harga sisanya dipengaruhi oleh variabel lain yang diteliti pada penelitian ini. Secara parsial kualitas produk dan desain prosuk berpengaruh signifikan terhadap keputusan pembelian laptop lenovo ideapad 120S-11 di kota padang. Sementara variabel harga tidak berpengaruh terhadap keputusan pembelian laptop lenovo ideapad 120S-11 di kota padang.

# Kata kunci :kualitas produk, desain produk, harga, keputusan pembelian

***THE INFLUNCE OF PRODUCT QUALITY, PRODUCT DESAIN, AND THE PRICE OF THE LENOVO IDEAPAD 120S-11 LAPTOP PURCHASE DECISION IN PADANG CITY***

 **Restia Lisa Oktaviani1 , Dahnil Johar2, Dahliana Kamener3**

***Student Department of Management Faculty of Economics, Bung Hatta University***

***Lecture Departement of Management Faculty of Economic, Bung Hatta University***

**E-mail** : restialisaaaa@gmail.com, Johardahnil@gmail.com, Dahlianakamener@gmail.com

***ABSTRACT***

 *The purpose of this study was to analyze the effect of product quality, product design, and price on the purchase decision of Lenovo Ideapad 120S-11 laptop in Padang City. The sampling technique uses purposive sampling method, with a total of 80 respondents. The analytical method used is multiple linear regression analysis and hypothesis testing using F test, Rsquare test, and T test. The results showed that product quality, product design, and price simultaneously affect the purchase decision of Lenovo ideapad 120S-11 laptop in Padang city. . In Rsquare test, it was found that as much as 42.4% of consumer purchasing decisions on Lenovo ideapad 120S-11 laptops in the city of Padang were influenced by the variables of product quality, product design, and remaining prices influenced by other variables examined in this study. Partially, product quality and product design have a significant effect on the purchase decision of Lenovo Ideapad 120S-11 laptop in Padang City. While the price variable does not affect the purchase decision of Lenovo Ideapad 120S-11 laptop in Padang City.*

# *Keywords: product quality, product design, price, purchase decision*