

**PENGARUH *PRODUCT DESIGN* *PRODUCT QUALITY* DAN *PRICE*
TERHADAP *PURCHASE INTENTION* MASKER EIGER**

ABSTRAK

Penelitian ini bertujuan untuk mengetahui tanggapan serta besaran pengaruh desain produk, kualitas produk dan harga terhadap minat beli pada masker Eiger. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Peneliti mengumpulkan data dengan cara menyebarkan kuisioner kepada 100 responden. Populasi pada penelitian ini adalah seluruh konsumen Eiger Indonesia dengan total populasi 1.9m 1.9 Juta yang berasal dari pengikut Instagram @eiger dengan jumlah sampel 100 responden. Perusahaan Eiger yang berorientasinya produk di luar ruangan, kini selama pandemic Eiger menciptakan produk masker non medis. Dengan beredar banyak masker di masyarakat bagaimana minat beli masyarakat atau konsumen terhadap minat beli masker Eiger. Berdasarkan hasil penelitian diperoleh bahwa tanggapan mengenai pengaruh desain produk termasuk kedalam kategori cukup baik, kualitas produk termasuk kedalam kategori cukup baik, harga termasuk kedalam cukup baik dan minat beli termasuk kedalam cukup baik. Berdasarkan hasil uji t diperoleh bahwa desain produk berpengaruh karena $t_{hitung} 8,096 > t_{tabel} 1,984$ terhadap minat beli. Kualitas produk tidak berpengaruh karena $t_{hitung} 1,823 < t_{tabel} 1,984$, harga berpengaruh karena $t_{hitung} -7,590 > t_{tabel} 1,984$. Dan berdasarkan uji F bahwa desain produk, kualitas produk dan harga terhadap minat beli berpengaruh secara simultan karena $F_{hitung} 25,178 > F_{tabel} 1,975$.

Kata kunci: Desain produk, Kualitas produk, Harga, Minat beli

**THE INFLUENCE OF PRODUCT DESIGN PRODUCT QUALITY AND
PRICE ON PURCHASE INTENTION OF FACE MASK EIGER**

ABSTRACT

This study aims to determine the response and the magnitude of the influence of product design, product quality and price on buying interest in Eiger masks. This research uses descriptive and verification methods with a quantitative approach. Researchers collected data by distributing questionnaires to 100 respondents. The population in this study were all Indonesian Eiger consumers with a total population of 1.9m 1.9 million who came from @eiger Instagram followers with a sample size of 100 respondents. The Eiger company, which is oriented towards outdoor products, is now creating non-medical mask products during the Eiger pandemic. With many masks circulating in the community, how is the interest in buying the community or consumers towards the interest in buying Eiger masks. Based on the results of the study, it was found that the responses regarding the effect of product design were categorized as quite good, product quality was categorized as quite good, price was categorized as good enough and purchase interest was categorized as quite good. Based on the results of the t test, it was found that the product design had an effect because $t_{hitung} 8,096 > t_{tabel} 1,984$ on buying interest. Product quality has no effect because $t_{hitung} 1,823 < t_{tabel} 1,984$, price is influential because $t_{hitung} -7,590 > t_{tabel} 1,984$. And based on the F test that product design, product quality and price on buying interest have an effect simultaneously because $t_{hitung} 25.178 > t_{tabel} 1.975$.

Keywords: Product design, Product quality, Price, Purchase intention