ABSTRACT

Setiawan, Eko 2013 Thesis. Title: "Analysis of Product Design In Affect Buying interest Against Motor Suzuki Satria FU. Case Study On Student UIN Maliki".

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Keywords: Product Design, Buying interest

Conditions affecting the existence of strong product design in consumer buying interest. Due to the design of the product is in fact indicators that influence in terms of buying interest. This study aims to determine the effect of product design in this case is Brand, Packaging, Label pristisius, fast, and Services icon in buying interest Motor Suzuki Satria FU "Case Study On Student UIN Maliki" either partially or simultaneously.

The test is performed using multiple linear regression taking into account the validity and reliability of the test as well as considering the classical assumption of normality, multicollinearity, heteroscedasticity, autocorrelation and linearity.

From the results of the simultaneous analysis of the 5% level of significant product design represented by the variable Brands, Packaging, Label, pristisius, fast, icon and Services significantly influence the purchase decision. These variables explain the influence of the design of the product at 66.9% while the remaining 33.1% is explained by other variables outside the model equations. Partially the 5% level of significant variable affecting significant services to the consumer buying interest while variable Brands, Packaging, Label, pristisius fast and partially icon has no effect. The service variable in influencing buying interest with a significance value of not more than 0.05 which is 0.002.