

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 .