

THE INFLUENCE OF PRODUCT ATTRIBUTES ON PURCHASE DECISION ELIZABETH BAGS

(Study On Female Student of Business Administration class of 2013 Telkom
University)

ABSTRACT

This research is motivated by the increasing number of business that engaged in women's fashion especially handbags in Indonesia. one of them is the handbags product by Elizabeth. Elizabeth is one of Indonesian local brand that mastered ladies handbag's market, which is popular among women. This study aims to determine whether there are significant influence of variable product attributes (X1) on purchase decisions (Y) to female student of Business Administration class of 2013 Telkom University. This study is a population research that is the whole population is used as respondents. The population of this research is female student of Business Administration class of 2013 Telkom University who has ever bought a handbags by Elizabeth as many as 70 people.

Methods of collecting data by distributing questionnaires to 70 respondents which is the entirety of the population. This type of research is quantitative descriptive. Analysis of the data used is simple linier regresion analysis. The results of this study explained that there is significant influence between the variables of product attributes (X) with the purchase decision (Y) on consumers, especially female students of Business Administration class of 2013 Telkom University. Based on the calculation of the coeficient of determination (R^2) shows that the influence of the variable Product Atributtes (X) of the Purchase Decision (Y) is equal to 65,6% while the remaining 34,4% is influenced by other factors not examined inthis study.

Keywords : Product Attributes, Purchase Decision