

ABSTRACT

Developments that occur in the fashion world in Indonesia are currently developing rapidly, especially the development of shoes. This is caused by the needs and conditions of society which include various things, such as lifestyle, economic, social, political and cultural that affect the emergence of new trends have emerged. The purpose of this study was to determine the Effect of Product Design and Product Quality on Purchasing Decisions of Saint Barkley Consumers in the Bandung Region.

The research method used is quantitative descriptive research method. The research data were obtained from distributing questionnaires. The population in the study is unknown the number of consumers of Saint Barkley Shoes with certainty, then the Bernouli formula is used to determine the sample. The technique for selecting respondents is simple random sampling with 100 people. The scale model used is a Likert scale and uses descriptive analysis.

Based on the results of this study concluded that the response to the Purchase Decision variable with the percentage score of the Purchase Decision variable questionnaire was 80.93% at an interval position of 68% - 84% with a good category. Product Design variable with the percentage score of the Product Design variable questionnaire was 56.04% at an interval position of 52% - 68% in the unfavorable category. And the Product Quality variable with the Product Quality variable is 81.28% at an interval position of 68% - 84% in the good category.

Keyword : Product Design , Product Quality , Purchasing Decisions