INFLUENCE OF PRODUCT DESIGN, PRICING AND PROCESSES TO CONSUMER PURCHASE DECISION TO USE MOZA INTERIOR SERVICES

Putri Ayu Wulandari

Universitas of Ciputra, Surabaya
INDONESIA
Email: payu01@magister.ciputra.ac.id

ABSTRACT

One attempt interior design services are classified as Small and Medium Enterprises (SMEs) in Gresik is Moza Interior. Interior design business that is run by the Moza Interior over time do not always go well. There are some obstacles or problems that occurred that caused prospective consumer does not use the services of Moza Interior. Often consumers are very attention to design, price, and service processes when using the services of an interior. If there is no compliance against these three factors will cause consumers to forgo purchasing decisions.

This study aims to determine the effect of product design, pricing, and process the purchasing decision of consumers to use the services of Moza Interior. This type of research is associative. The population in this study is that use the services of Moza Interior in the last year 64 consumers. The sampling technique in this research is total sampling. The research instrument used in this study was a questionnaire. The data analysis used is multiple linear regression, hypothesis testing while using the F test and t test.

The results showed the product, pricing, and process simultaneously influence the consumer decision to use the services of Moza Interior, because the hypothesis proposed in this study proved to be true. Influence simultaneously occurs because F value is found to have a significant level of less than 5%. The correlation coefficient and determination shows there is a very strong relationship between the independent variable product design (X1), price (X2), and process (X3) with the purchasing decision (Y). Variable product design (X1), price (X2), and process (X3) each have a t-test positives and significantly less than 5%, meaning that the partial design of the product (X1), price (X2), and process (X3) significantly influence consumer purchasing decisions (Y).