

ABSTRAK

**PENGARUH DESAIN PRODUK, HARGA, DAN KUALITAS
PRODUK TERHADAP *REPURCHASE INTENTION* BRAND
ENGINEER WORKWEAR**

Penelitian ini bertujuan untuk menganalisis pengaruh desain produk, harga, dan kualitas produk terhadap *repurchase intention* (niat beli ulang) konsumen pada brand Engineer Workwear. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif-verifikatif. Teknik pengambilan sampel yang digunakan adalah *simple random sampling* dengan jumlah responden sebanyak 100 orang, yaitu konsumen Engineer Workwear yang telah melakukan pembelian dalam enam bulan terakhir. Data penelitian dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan perangkat lunak SPSS versi 27. Teknik analisis data meliputi uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda, koefisien determinasi, serta uji hipotesis parsial (uji t). Hasil penelitian menunjukkan bahwa secara parsial desain produk dan kualitas produk berpengaruh positif dan signifikan terhadap niat beli ulang konsumen Engineer Workwear. Sementara itu, variabel harga menunjukkan pengaruh positif namun tidak signifikan terhadap niat beli ulang. Nilai koefisien determinasi menunjukkan bahwa desain produk, harga, dan kualitas produk mampu menjelaskan variasi niat beli ulang, sedangkan sisanya dipengaruhi oleh faktor lain di luar model penelitian. Berdasarkan hasil penelitian, dapat disimpulkan bahwa peningkatan niat beli ulang konsumen Engineer Workwear lebih dipengaruhi oleh desain produk yang relevan dengan kebutuhan pengguna serta kualitas produk yang dirasakan konsumen. Oleh karena itu, perusahaan disarankan untuk memprioritaskan pengembangan desain produk dan menjaga konsistensi kualitas produk sebagai upaya meningkatkan niat beli ulang konsumen.

Kata kunci: Desain Produk, Harga, Kualitas Produk, Niat Beli Ulang.

ABSTRACT

THE EFFECT OF PRODUCT DESIGN, PRICE, AND PRODUCT QUALITY ON REPURCHASE INTENTION OF ENGINEER WORKWEAR BRAND CONSUMERS

This study aims to analyze the effect of product design, price, and product quality on consumers' Repurchase Intention toward the Engineer Workwear brand. This research applies a quantitative approach using a descriptive-verify method. The sampling technique used was simple random sampling, involving 100 respondents who were Engineer Workwear customers and had made a purchase within the last six months. The data were collected through questionnaire distribution and analyzed using SPSS version 27. The data analysis techniques included validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, coefficient of determination, and partial hypothesis testing (t-test). The results indicate that product design and product quality have a positive and significant effect on consumers' Repurchase Intention toward Engineer Workwear. Meanwhile, price shows a positive but insignificant effect on Repurchase Intention. The coefficient of determination indicates that product design, price, and product quality explain a portion of the variation in Repurchase Intention, while the remaining variation is influenced by other factors outside the research model. Based on these findings, it can be concluded that the improvement of Repurchase Intention among Engineer Workwear consumers is more strongly influenced by product design that meets user needs and the perceived product quality. Therefore, the company is advised to prioritize product design development and maintain consistent product quality to enhance consumers' Repurchase Intention..

Keywords: Product Design, Price, Product Quality, Repurchase Intention