

**PENGARUH HARGA PRODUK DAN DESAIN GAMBAR TERHADAP  
KEPUTUSAN PEMBELIAN PADA PRODUK CLOTHING BRAND  
PT.ACOSYS GLOBAL DATA**

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**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis pengaruh *desain* gambar dan harga dalam menentukan keputusan pembelian produk *Clothing Brand* PT.Acosys Global Data. Desain penelitian yang digunakan dalam penelitian ini adalah dengan menggunakan pendekatan kuantitatif. Metode pengumpulan data menggunakan kuisisioner, yang kemudian di analisis dengan menggunakan regresi berganda. Jumlah sampel yang digunakan sebanyak 120 sampel. Hasil penelitian ini menunjukkan bahwa desain gambar dan harga dapat mempengaruhi keputusan pembelian pada produk *clothing brand* PT.Acosys Global Data. Diharapkan PT.Acosys Global Data dapat mempertahankan desain gambar dan harga yang dapat menentukan keputusan pembelian dan di harapkan *clothing brand* PT.Acosys Global Data dapat terus *mengupgrade* desain desain untuk *clothing brandnya*.

**Kata Kunci : Desain Gambar, Dan Harga dan Keputusan Pembelian**

**EFFECT OF IMAGE DESIGN AND PRICE ON  
PURCHASING DECISION OF CLOTHING BRAND  
PRODUCTS AT ACOSYS GLOBAL DATA CORP**

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**ABSTRACT**

The objective of this research was analyzing the effect of the image design and the price on the purchasing decision of the clothing brand products at Acosys Global Data Corp. The type of this research was a quantitative approach. The number of sample of this research was 120 samples. The data collecting technique used in this research was through distributing questionnaire. The data analyzing technique used in this research was through the multiple regression analysis. The result of this research was that the image design and the price affected the purchasing decisions of the clothing brand products. It is expected that Acosys Global Data Corp., is able to maintain the design image and the price used to determine the purchasing decisions; moreover, it is also expected that the clothing brand products at Acosys Global Data Corp., was able to continue upgrading the design for its clothing brand.

**Keywords: Image Design, Price, Purchasing Decision**