

ABSTRACT

This study aims to find out the influence of variable price and product design and interaction both on consumer buying decisions of EKA Batik Semarang. This research was conducted by survey method by distributing questionnaires to 100 respondents, EKA Batik consumers who make purchases at EKA Batik showroom. Respondents were obtained through purposive sampling technique, the respondents selected based on a particular purpose established researchers, the type used is judgment sampling. From the questionnaire generated a total of 39 respondents included in the group at reasonable prices, 27 entered the competitive price group, and 34 respondents included in the price based on quality. The remaining 40 respondents liked the new model, 42 liked the patterns of batik, and 18 liked the color. In group pricing and product design, most respondents were in groups at reasonable prices and a new models.

The resulting data is processed with Two Ways ANOVA with SPSS 12. The results of Two Ways Anova can be proved that prices have an influence on buying decisions with F value 3.647 and significant at 0.030, product design also have an influence on buying decisions with F value 3.445 and significant at 0.036. As well as price and product design have an influence on buying decisions interactions with F value 5.784 and significant at 0.000.

Keywords: Price, Product Design, Interaction of Price and Product Design, and the Decision to Purchase.