# ABSTRACT

The research was motivated by there are many producer in Indonesia creates a lot of ladies fashion shoes brands one of them is Bellagio shoes, but in several years the selling of the Bellagio on the Java Supermall had a decrease because there are many producers who are competing to get the market of ladies fashion shoes.

The purpose of this research is to know the influence of product design, motivation of consumers, and brand image toward the Bellagio purchasing decision. The population in this research is the consumers of the Bellagio shoes user. Meanwhile the respondents who involve in the research as many as 100 samples. The analysis which is used is multiple linier regression.

The result of double regression analysis which had been done is $Y = 0{,}355 X_1 + 0{,}225 X_2 + 0{,}455 X_3$ . Independent variable which is very influential concerning to dependent variable is brand image variable (0,455) followed by product design variable (0,355), and the last is motivation of consumers variable (0,225). The result prove that all of independent variables (product design, motivation of consumers, and brand image) have positive influence toward dependent variables that is purchasing decision and the determination coefficient (adjusted $R^2$) as many as 0,701 . This means that 70,1% of purchasing decision is influenced by product design, motivation of consumers, and brand image. For the remaining is 29,9% influenced by other variable.

Key word : product design, motivation of consumers, brand image, and purchasing decision.