

ABSTRACT

The aims of this research are to know whether popular product design, perception of price and optical worker approach affect consumer's decision to buy softlens in Beta Optical; and also to analyze the dominant factor that affect consumer's decision to buy softlens in Beta Optical in Semarang.

The population in this research is the consumer of Beta Optical. The sample is taken from 100 respondents with the Non Probability Sampling technique with Accidental Sampling approach that the determination of the sample is accidentally taken—those who meet the researcher can be a sample if deemed appropriate.

The result showed that populer product design, perception of price, and optical worker approach have positive and significant impact to the purchasing decision. Based on the statistic data analysis, the indicators in this research is valid and the variable is reliable. In the classical testing assumption, the regression model is free multicollonierity, the heteroscedasticity does not occur, and normal distribution. The individual sequence of each variable that is the most influential is the variable of populer product design and then influential is the variable of perception of price and variable optical worker approach. The suggestion from the writer to increase the purchasing decision can be done with increasing the diversity of products and competitive pricing. Beta Optical needs to maintain all elements that are considered good by consumer and fix things that are not good enough for consumer.

Keywords: popular product design, perception of price, optical worker approach, buying decision