

ABSTRACT

This research is based on the problems experienced by Jago Jaya Mranggen Furniture Store, namely low consumer purchasing decisions. Jago Jaya Mranggen Furniture Store must carry out a strategy to improve consumer purchasing decisions. So the purpose of this study is to analyze the effect of product design and product quality on purchase intention, to analyze the effect of product design, product quality and purchase intention on purchasing decisions.

The population in this study were all customers of the Jago Jaya Mranggen Demak Furniture Store, the sample in this study was 96 respondents. The sampling technique in this study was purposive sampling, which is a sampling technique based on certain considerations. The analytical tool used in this research is Smart PLS.

The results of this study indicate that product design and product quality have an effect on buying interest. Product design and product quality influence purchasing decisions. Meanwhile, buying interest has no effect on purchasing decisions.

Keywords: product design, product quality, purchase intention, purchase decision.