

ABSTRACT

ANALYSIS THE INFLUENCE OF PRODUCT ATTRIBUTES ON CONSUMER DECISION TO BUY VEIL RABBANI (Case Studies Of Students Of Faculty Of Social Sciences and Political Sciences Lampung University)

By

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The purpose of this study was to analyze the influence of product attributes that include product quality, brand, packaging, and product design to consumer decision in buying the veil Rabbani. This type of research is explanatory with quantitative methods. The sample in the study there were 100 respondents from the population of 1.402 students with data collection questionnaire and literature. The data analysis techniques used are multiple regression test. These results indicate that the quality of the product and the packaging has a significant influence on purchasing decisions, while brand and product design have not a significant influence on purchasing decisions in buying veil Rabbani. Contributions influence of product attributes on purchasing decisions by 26.8%. Simultaneously, the attributes of a product consisting of product quality, brand, packaging and product design have a significant influence on the purchase decision.

Keywords: product attribute, influence purchasing decisions