

## ABSTRAK

Persaingan dalam industri bordir sangat ketat, hal ini membuat konsumen menghadapi banyak pilihan dalam memutuskan pembelian. Konsumen juga sering membandingkan kualitas produk, inovasi produk serta harga sebuah produk. Konsumen juga mempertimbangkan kemudahan interaksi komunikasi dengan bisnis. Penelitian ini bertujuan untuk mengetahui pengaruh media komunikasi, kualitas produk, inovasi produk dan harga terhadap keputusan pembelian di Swasti Bordir. Penelitian ini merupakan penelitian kuantitatif. Tempat penelitian ini adalah Swasti Bordir di Kecamatan Sukodono Kabupaten Lumajang. Populasi dalam penelitian ini adalah konsumen Swasti Bordir yang memutuskan pembelian pada produk Swasti Bordir di Kecamatan Sukodono Kabupaten Lumajang. Teknik sampling dalam penelitian ini yaitu teknik sampling jenuh sehingga jumlah sampel penelitian sama dengan jumlah populasi yaitu 72 orang. Data dalam penelitian ini dikumpulkan melalui kuisioner dan dokumentasi. Data yang telah dikumpulkan dianalisa menggunakan analisis regresi berganda. Hasil penelitian menunjukkan media komunikasi berpengaruh terhadap keputusan pembelian di Swasti Bordir, kualitas produk tidak berpengaruh terhadap keputusan pembelian di Swasti Bordir, inovasi produk berpengaruh terhadap keputusan pembelian di Swasti Bordir, dan harga tidak berpengaruh terhadap keputusan pembelian di Swasti Bordir

Kata kunci: media komunikasi, kualitas produk, inovasi produk, harga

## **ABSTRACT**

*Competition in the embroidery industry is very tight, this makes consumers face many choices in making a purchase decision. Consumers also often compare product quality, product innovation and the price of a product. Consumers also consider the ease of interaction with businesses. This study aims to determine the effect of communication media, product quality, product innovation and price on purchasing decisions at Swasti Embroidery. This research is a quantitative research. The place of this research is Swasti Embroidery in Sukodono District, Lumajang Regency. The population in this study were Swasti Embroidery consumers who decided to buy Swasti Embroidery products in Sukodono District, Lumajang Regency. The sampling technique in this study is saturated sampling technique so that the number of research samples is the same as the total population, namely 72 people. The data in this study were collected through questionnaires and documentation. The data that has been collected was analyzed using multiple regression analysis. The results showed that communication media had an effect on purchasing decisions at Swasti Embroidery, product quality had no effect on purchasing decisions at Swasti Embroidery, product innovation had an effect on purchasing decisions on Swasti Embroidery, and price had no effect on purchasing decisions on Swasti Embroidery.*

*Keywords: communication media, product quality, product innovation, price*