

ABSTRACT

This study in the background backs the increasing trend of sports in society, especially the trend of futsal. Specs can compete with foreign companies in the sale of products according to product sales data futsal shoes in Bandung. Based on data from a survey of 30 consumer futsal player in Bandung shows that things affect the assessment and selection of indoor soccer shoe is a product design. It is to be studied further, whether there is a link between product design with the purchase decision. Based on this background research **“The EffectOf Product Design on Purchasing Decisions Specs Futsal Shoes In Bandung”** was conducted to determine how the image of the product design, purchasing decisions and significant influence of both variables.

The research method used was survey method, quantitative descriptive research approach through a questionnaire to 100 users futsal shoes in Bandung, which is obtained by using the accidental sampling technique. Techniques of data analysis using simple linear regression analysis.

Based on the results of the descriptive analysis of the product design variables considered good by 75.9% and the value of the purchase decision variable has a value equal to 79%. Based on the results of hypothesis testing, it can be seen that the Product Design affect the Purchasing Decision Specs futsal shoes in Bandung. It is known based on the calculation of the coefficient of determination the influence of product design by 60.2% while the remaining 39.9 influenced by variables or factors outside the research variables.

The results of the overall study concluded that the product design have positive and significant influence on purchasing decisions. The results of this study can be used as information for Specs company and further research.

Keywords: purchasing decisions, product design, quantitative, accidental sampling