

ABSTRACT

The increasing competition in the home electronics industry on e-commerce platforms requires companies to understand the factors influencing consumer purchasing decisions. This study aims to analyze the effect of price and product design on consumer purchasing decisions for the GOTO Living brand. A quantitative approach was employed using a survey of 100 respondents, and the data were analyzed through multiple linear regression. The findings indicate that price and product design have no significant influence on purchasing decisions, although both exhibit a positive relationship. These results suggest that companies need to consider other factors beyond price and product design, such as brand image, user experience, and digital marketing strategies, to effectively drive purchasing decisions in the highly competitive e-commerce landscape.

Keywords: *price, product design, purchase decision, e-commerce, GOTO Living*