

ABSTRAK

Berlian Tika Dewi. 2026. Pengaruh Desain Produk dan Variasi Produk terhadap Minat Beli Ulang melalui Keputusan Pembelian sebagai Variabel Intervening (Studi Empiris pada UMKM Fauzan Konveksi Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, UNIVERSITAS PGRI MADIUN. Pembimbing (I) Dr. Hari Purwanto, S.E., M.M., Pembimbing (II) Hendra Setiawan, S.E., M.M.

Persaingan UMKM konveksi yang semakin ketat menuntut peningkatan desain dan variasi produk untuk mendorong keputusan pembelian serta minat beli ulang. Penelitian ini bertujuan menganalisis pengaruh desain produk dan variasi produk terhadap minat beli ulang melalui keputusan pembelian pada konsumen UMKM Fauzan Konveksi Madiun. Penelitian menggunakan pendekatan kuantitatif terhadap 384 responden dengan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner skala Likert dan dianalisis menggunakan *path analysis* serta uji Sobel dengan IBM SPSS Statistics. Hasil penelitian menunjukkan bahwa desain produk dan variasi produk berpengaruh positif dan signifikan terhadap keputusan pembelian dan minat beli ulang. Keputusan pembelian juga memediasi pengaruh kedua variabel tersebut terhadap minat beli ulang. Model penelitian menjelaskan 37,2% variasi minat beli ulang. Hasil ini menunjukkan pentingnya peningkatan desain dan variasi produk untuk mendorong pembelian ulang konsumen.

Kata Kunci: Desain Produk, Variasi Produk, Keputusan Pembelian, Minat Beli Ulang.

ABSTRACT

Berlian Tika Dewi. 2026. The Influence of Product Design and Product Variation on Repurchase Intention through Purchase Decision as an Intervening Variable (An Empirical Study of Fauzan Konveksi Madiun MSME). Thesis. Management Program, Faculty of Economics and Business, PGRI University of Madiun. Advisor (I) Dr. Hari Purwanto, S.E., M.M., Advisor (II) Hendra Setiawan, S.E., M.M.

The increasingly fierce competition among garment-manufacturing MSMEs demands improvements in product design and variety to drive purchasing decisions and repeat purchase intent. This study aims to analyze the influence of product design and product variety on repeat purchase intent through purchasing decisions among consumers of Fauzan Konveksi, an MSME in Madiun. The study employed a quantitative approach involving 384 respondents selected through purposive sampling. Data were collected via a Likert-scale questionnaire and analyzed using path analysis and the Sobel test with IBM SPSS Statistics. The results show that product design and product variety have a positive and significant effect on purchase decisions and repurchase intention. Purchase decisions also mediate the influence of these two variables on repurchase intention. The research model explains 37.2% of the variation in repurchase intention. These results highlight the importance of improving product design and variety to encourage consumer repurchases.

Keywords: Product Design, Product Variations, Purchase Decisions, Repurchase Intent.