ABSTRAK

Kevin Agus Mustofa, 2026. Pengaruh Kualitas Produk, *Price*, *Celebrity Endorsement*, dan Inovasi Desain Produk Terhadap Keputusan Pembelian Sepatu Running Merek "Ortuseight (Studi Kasus Konsumen Sepatu Running "Ortuseight" Di Kota Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Heny Sidanti S.E., M.M., pembimbing (II) Dr. Apriyanti S.E., M.M., CPSMM.

Penelitian ini bertujuan untuk menganalisis pengaruh Kualitas Produk, *Price, Celebrity Endorsement*, dan Inovasi Desain Produk terhadap Keputusan Pembelian Sepatu Running Merek "Ortuseight pada pembelian sepatu running "Ortuseight" Di Kota Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan método survei terhadap 385 responden yang dipilih menggunakan teknik *purposive sampling.* Data dianalisis menggunakan análisis regresi linier berganda dengan bantuan *IBM SPSS statistic*. Hasil penelitian menunjukkan bahwa kualitas produk, *price, celebrity endorsement*, dan inovasi desain produk berpengaruh positif dan signifikan terhadap keputusan pembelian. Temuan ini menunjukkan bahwa semakin baik kualitas produk, semakin sesuai harga, semakin efektif *celebrity endorsement*, dan semakin inovatif desain produk, maka semakin tinggi keputusan pembelian konsumen.

Kata Kunci: Kualitas Produk, *Price, Celebrity Endorsement*, Inovasi Desain Produk, Keputusan Pembelian

ABSTRACT

Kevin Agus Mustofa, 2026. The Influence of Product Quality, Price, Celebrity Endorsement, and Product Design Innovation on Purchase Decisions for "Ortuseight" Brand Running Shoes (Case Study of "Ortuseight" Running Shoe Consumers in Madiun City). Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. *Advisor* (I) Dr. Heny Sidanti S.E., M.M., *Advisor* (II) Dr. Apriyanti S.E., M.M., CPSMM.

This study aims to analyze the influence of Product Quality, Price, Celebrity Endorsement, and Product Design Innovation on Purchase Decisions for "Ortuseight" Brand Running Shoes in Madiun City. This study used a quantitative approach with a survey method of 385 respondents selected using a purposive sampling technique. Data were analyzed using multiple linear regression analysis with the help of IBM SPSS statistics. The results of the study indicate that product quality, price, celebrity endorsement, and product design innovation have a positive and significant influence on purchasing decisions. These findings indicate that the better the product quality, the more appropriate the price, the more effective the celebrity endorsement, and the more innovative the product design, the higher the consumer's purchase decision.

Keywords: *Product Quality, Price, Celebrity Endorsement, Product Design Innovation, Purchase Decision*