

## **ABSTRAK / ABSTRACT**

Penelitian ini menganalisis pengaruh desain produk dan negara asal terhadap keputusan pembelian, dengan diskon harga sebagai variabel moderasi, dalam konteks AC Mitsubishi Electric di Medan, Indonesia. Pendekatan eksplanasi kuantitatif diterapkan menggunakan purposive sampling. Data dikumpulkan dari 400 konsumen yang telah membeli AC Mitsubishi Electric dan dianalisis menggunakan Structural Equation Modeling–Partial Least Squares (SEM-PLS). Temuan menunjukkan bahwa desain produk dan negara asal tidak secara signifikan mempengaruhi keputusan pembelian. Sebaliknya, diskon harga memiliki efek positif yang kuat dan signifikan pada keputusan pembelian. Peran moderasi diskon harga pada hubungan antara desain produk dan keputusan pembelian tidak didukung. Hasil ini menunjukkan bahwa pertimbangan ekonomi, terutama strategi penetapan harga promosi, lebih berpengaruh daripada atribut produk intrinsik atau persepsi negara asal dalam membentuk keputusan konsumen tentang elektronik rumah tangga yang tahan lama di pasar yang kompetitif.

**Kata kunci: Desain Produk; Negara asal; Diskon Harga; Keputusan Pembelian; AC**

This study analyzes the effect of product design and country of origin on purchase decisions, with price discount as a moderating variable, in the context of Mitsubishi Electric air conditioners in Medan, Indonesia. A quantitative explanatory approach was applied using purposive sampling. Data were collected from 400 consumers who had purchased Mitsubishi Electric air conditioners and were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The findings indicate that product design and country of origin do not significantly influence purchase decisions. In contrast, price discount has a strong and significant positive effect on purchase decisions. The moderating role of price discount on the relationship between product design and purchase decision is not supported. These results suggest that economic considerations, particularly promotional pricing strategies, are more influential than intrinsic product attributes or country-of-origin perceptions in shaping consumer decisions about durable home electronics in competitive markets.

**Keywords: Product Design; Country of Origin; Price Discount; Purchase Decision; Air Conditioner**