

## ABSTRAK

Data Tsabitha (01015200085)

### **FAKTOR-FAKTOR YANG MEMENGARUHI *CONSUMER PURCHASE DECISION* TERHADAP PRODUK PARFUM HMNS**

Indonesia saat ini merupakan salah satu pemasok bahan baku minyak wangiterbesar di dunia, hingga mampu memasok sekitar 90% kebutuhan dunia. Namun, sayangnya Indonesia masih lebih banyak mengimpor barang jadinya dibanding menjadi produsen parfum dalam negeri. Melihat hal ini, peneliti melakukan penelitian atas faktor-faktor yang memengaruhi keputusan pembelian konsumen terhadap salah satu pemimpin pasar produk parfum lokal, HMNS. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh antara *Packaging Design Visual*, *Packaging Design Verbal*, *Packaging Benefits*, *Perceived Quality*, dan *Perceived Price* terhadap *Consumer Purchase Decision*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode pengumpulan data kuesioner yang disebar kepada responden yang merupakan konsumen produk parfum HMNS yang berdomisili di Jakarta. Jumlah sampel yang digunakan sebanyak 200 responden, kemudian di analisis melalui PLS-SEM menggunakan SmartPLS 3.0. Hasil penelitian menunjukkan bahwa *Packaging Design Visual*, *Packaging Design Verbal*, *Packaging Benefits*, *Perceived Quality*, dan *Perceived Price* berpengaruh positif terhadap *Consumer Purchase Decision*. Artinya, semakin tinggi *Packaging Design Visual*, *Packaging Design Verbal*, *Packaging Benefits*, *Perceived Quality*, dan *Perceived Price* produk parfum HMNS, maka semakin tinggi pula *Consumer Purchase Decision*. Penelitian ini diharapkan dapat berguna bagi perusahaan HMNS maupun pelaku industri lainnya, menambah ilmu pengetahuan dan wawasan khususnya di bidang manajemen, serta menjadi referensi bagi peneliti selanjutnya.

**Referensi :** 68

**Kata kunci:** *Packaging Design Visual*, *Packaging Design Verbal*, *Packaging Benefits*, *Perceived Quality*, *Perceived Price*, *Consumer Purchase Decision*

## ABSTRACT

Data Tsabitha (01015200085)

### FACTORS AFFECTING CONSUMER PURCHASE DECISION ON HMNS PERFUME

Indonesia is one of the largest suppliers of raw materials for perfume, which is able to supply up to 90% of the world's demand. However, Indonesia is still importing more finished goods rather than being a large perfume producer for its domestic market. Seeing this matter, a research conducted on the factors that influence consumer purchase decisions against one of the market leaders for local perfume products, HMNS. The purpose of this study was to determine the effect of Packaging Design Visual, Packaging Design Verbal, Packaging Benefits, Perceived Quality, and *Perceived Price* on Consumer Purchase Decisions. This study uses a quantitative approach with a google form questionnaire, distributed to respondents who are consumers of HMNS perfume who lived in Jakarta. The number of samples used is 200 respondents, then analyzed through PLS-SEM using SmartPLS 3.0. The results showed that Packaging Design Visual, Packaging Design Verbal, Packaging Benefits, Perceived Quality, and *Perceived Price* have a positive effect on Consumer Purchase Decisions. This means, that the higher the Visual Packaging Design, Verbal Packaging Design, Packaging Benefits, Perceived Quality, and *Perceived Price* of HMNS perfume products, the higher the Consumer Purchase Decision. This research is expected to be useful for HMNS companies as well as other industry players in the market, increase knowledge, give insight, and be a reference for further research.

**Reference** : 68

**Keywords:** *Packaging Design, Packaging Benefits, Perceived Quality, Perceived Price, Consumer Purchase Decision.*