

ABSTRACT

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THE EFFECT OF BRAND IMAGE, PACKAGING, AND PROMOTION ON CUSTOMER PURCHASE DECISION AT PT BUNDA SARI LEGIT (AFFINOIS), MEDAN

(xvi, 93 pages; 14 figures; 56 tables; 8 appendixes)

PT. Bunda Sari Legit (Affinois), Medan experienced a decline in customer purchase decision that can be seen from the sales data this was suspected due to brand image, packaging and promotion. The aim of this research is to analyze whether brand image, packaging and promotion have partial and simultaneous influence on customer purchase decision.

Brand image, packaging, and promotion have an important role in shaping customer purchase decision. Brand image, packaging, and promotion are highly connected with customers' purchase decision and sales.

In this research, the writer used quantitative research design and IBM SPSS statistics V. 26. The writer used descriptive and causal approach. The sampling technique used was convenience sampling. The sample size was 97 customers.

The results of hypothesis test showed that brand image, packaging and promotion have an influence on customer purchase decision at either partial or simultaneous. Furthermore, brand image, packaging and promotion have 48,7% influence on customer purchase decision. This research also passed the validity, reliability, normality, multicollinearity, heteroscedasticity, multiple linear regression test and the equation is $Y = 2.546 + 0.433 X_1 + 0.306 X_2 + 0.302 X_3$.

Recommendations for PT. Bunda Sari Legit (Affinois) include can utilize a variety of social media in the promotion of instagram especially regularly and consistently, Affinois can improve the design of attractive packaging and job training for employees.

Keywords: Brand Image, Packaging, Promotion, Customer Purchase Decision

References: 33 (2019-2024)

ABSTRAK

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PENGARUH CITRA MEREK, KEMASAN, DAN PROMOSI TERHADAP

KEPUTUSAN PEMBELIAN PELANGGAN DI PT BUNDA

SARI LEGIT (AFFINOIS), MEDAN

(xvi, 93 halaman; 14 gambar; 56 tabel; 8 lampiran)

PT. Bunda Sari Legit (Affinois), Medan mengalami penurunan keputusan pembelian konsumen yang dapat dilihat dari data penjualan hal ini diduga karena citra merek, pengemasan dan promosi. Tujuan dari penelitian ini adalah untuk menganalisis apakah citra merek, kemasan dan promosi berpengaruh parsial dan simultan terhadap keputusan pembelian konsumen.

Citra merek, pengemasan, dan promosi memiliki peran penting dalam membentuk keputusan pembelian konsumen. Citra merek, pengemasan, dan promosi sangat terkait dengan keputusan pembelian dan penjualan konsumen.

Dalam penelitian ini, peneliti menggunakan penelitian kuantitatif dan IBM SPSS statistics V. 26. Peneliti menggunakan pendekatan deskriptif dan kausal. Teknik pengambilan sampel yang digunakan adalah convenience sampling. Ukuran sampel adalah 97 konsumen.

Hasil uji hipotesis menunjukkan bahwa citra merek, pengemasan dan promotion berpengaruh terhadap keputusan pembelian konsumen baik secara parsial maupun simultan. Selain itu, citra merek, pengemasan, dan promosi memiliki pengaruh sebesar 48,7% terhadap keputusan pembelian konsumen. Penelitian ini juga lolos uji validitas, reliabilitas, normalitas, multikolinearitas, heteroskedastisitas, regresi linier berganda dan persamaannya adalah $Y = 2.546 + 0.433 X_1 + 0.306 X_2 + 0.302 X_3$.

Rekomendasi untuk PT. Bunda Sari Legit (Affinois) termasuk dapat memanfaatkan berbagai media sosial dalam promosi instagram khususnya secara rutin dan konsisten, Affinois dapat meningkatkan desain kemasan yang menarik dan pelatihan kerja bagi karyawan.

Kata kunci: *Citra Merek, Kemasan, Promosi, Keputusan Pembelian konsumen*

Referensi: *33 (2019-2024)*