

ABSTRAK

Penjualan Top Kopi Gula Aren di Toko Cemara mengalami fluktuasi dan posisi produk masih relatif rendah dalam preferensi konsumen dibandingkan dengan beberapa merek pesaing. Masalah yang terlihat dalam penelitian ini adalah keputusan pembelian produk Top Kopi Gula Aren yang berkaitan dengan *Packaging Design*, *Bonus Pack Promotion*, dan *Purchase Intention*. Penelitian ini bertujuan untuk mengetahui pengaruh *Packaging Design* dan *Bonus Pack Promotion* terhadap *Purchase Intention* serta implikasinya terhadap *Purchase Decision* pada produk Top Kopi Gula Aren di Toko Cemara, baik secara parsial maupun simultan. Metode yang digunakan adalah metode penelitian kuantitatif dengan pendekatan deskriptif dan verifikatif dengan jumlah sampel sebanyak 100 responden. Teknik pengumpulan data yang digunakan adalah penyebaran kuesioner dengan skala Likert. Teknik pengambilan sampel menggunakan *nonprobability sampling*, yaitu *quota sampling* dan *purposive sampling*. Metode analisis data yang digunakan adalah analisis jalur (*path analysis*), analisis koefisien determinasi dan uji hipotesis. Hasil penelitian menunjukkan bahwa pada Struktur I terdapat pengaruh secara simultan *Packaging Design* dan *Bonus Pack Promotion* terhadap *Purchase Intention* sebesar 62,1%, secara parsial besarnya pengaruh *Packaging Design* terhadap *Purchase Intention* sebesar 16,0% dan pengaruh *Bonus Pack Promotion* terhadap *Purchase Intention* sebesar 46,1%. Pada Struktur II terdapat pengaruh *Packaging Design*, *Bonus Pack Promotion*, dan *Purchase Intention* terhadap *Purchase Decision* secara simultan sebesar 57,4%. Secara parsial pengaruh *Bonus Pack Promotion* terhadap *Purchase Decision* sebesar 20,8%, sedangkan *Packaging Design* tidak berpengaruh signifikan secara langsung terhadap *Purchase Decision* dan memberikan kontribusi sebesar 5,4%. Sementara itu, *Purchase Intention* berpengaruh signifikan terhadap *Purchase Decision* sebesar 31,2%. Pengaruh tidak langsung *Packaging Design* terhadap *Purchase Decision* melalui *Purchase Intention* sebesar 10,7%, sedangkan pengaruh tidak langsung *Bonus Pack Promotion* terhadap *Purchase Decision* melalui *Purchase Intention* sebesar 25,9%.

Kata Kunci: *Packaging Design*, *Bonus Pack Promotion*, *Purchase Intention*, *Purchase Decision*.

ABSTRACT

The sales of Top Kopi Gula Aren at Toko Cemara have fluctuated, and the product has a relatively low position in consumer preferences compared with several competing brands. The problem identified in this study concerns the purchase decision of Top Kopi Gula Aren products related to Packaging Design, Bonus Pack Promotion, and Purchase Intention. This study aims to determine the effect of Packaging Design and Bonus Pack Promotion on Purchase Intention and its implications for Purchase Decision of Top Kopi Gula Aren at Toko Cemara, both partially and simultaneously. The research method used was a quantitative method with descriptive and verificative approaches, with a sample of 100 respondents. Data were collected through questionnaires using a Likert scale. The sampling technique used was non-probability sampling, namely quota sampling and purposive sampling. The data analysis methods used were path analysis, coefficient of determination analysis, and hypothesis testing. The results showed that in Structure I, Packaging Design and Bonus Pack Promotion simultaneously affected Purchase Intention by 62.1%. Partially, Packaging Design affected Purchase Intention by 16.0%, while Bonus Pack Promotion affected Purchase Intention by 46.1%. In Structure II, Packaging Design, Bonus Pack Promotion, and Purchase Intention simultaneously affected Purchase Decision by 57.4%. Partially, Bonus Pack Promotion affected Purchase Decision by 20.8%, while Packaging Design did not have a significant direct effect on Purchase Decision and contributed 5.4%. Meanwhile, Purchase Intention had a significant effect on Purchase Decision by 31.2%. The indirect effect of Packaging Design on Purchase Decision through Purchase Intention was 10.7%, while the indirect effect of Bonus Pack Promotion on Purchase Decision through Purchase Intention was 25.9%.

Keywords: *Packaging Design, Bonus Pack Promotion, Purchase Intention, Purchase Decision.*