

**Analisis desain kemasan dilihat dari Perceived Quality : studi pada:
kemasan Pouch Susu Kental Manis Frisian Flag Gold di Jakarta =
Analysis of packaging design seen from the preceived quality : studies
on: Pouch packaging Sweetened Condensed Milk Frisian Flag Gold in
Jakarta**

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Abstrak

Penelitian ini membahas Analisis Desain Kemasan Dilihat dari Perceived Quality (Studi Pada: Kemasan Pouch Susu Kental Manis Frisian Flag Gold di Jakarta) serta membahas dimensi pada desain kemasan tersebut yang terdiri dari struktur design, dan surface design yang paling besar mempengaruhi perceived quality. Penelitian ini menggunakan pendekatan kuantitatif dengan tujuan menjelaskan variabel. Data diperoleh melalui penyebaran kuesioner kepada pembeli kemasan pouch susu kental manis frisian flag gold ke di Jakarta. Total sampel berjumlah 100 responden dengan teknik penarikan sampel judgmental sampling. Hasil penelitian ini menunjukkan bahwa tidak ada perbedaan antara responden jenis kelamin laki-laki dan perempuan terkait dengan desain kemasan dilihat dari perceived quality.

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This research examines Analysis of Packaging Design Seen from The Perceived Quality (Studies on: Pouch Packaging Sweetened Condensed Milk Frisian Flag Gold in Jakarta) and also examines what dimension in packaging design which consists of structure design and surface design has the major effect towards perceived quality. This research uses quantitative approach in purpose to explain variables. The data was collected through questionnaires filled out by Pouch Packaging Sweetened Condensed Milk Frisian Flag Gold in Jakarta. Total of sample that has been examined is 100 respondents with judgmental sampling technique. The result of this research shows that no differences between male and female responses regarding the packaging design in the perceived quality point of view.