

# Pengaruh attitude toward visual packaging design terhadap perceived product dan brand preference : sebuah studi eksperimen = The Influence of attitude toward visual packaging design on perceived product and brand preference: an experimental study

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## Abstrak

**ABSTRAK** Penelitian ini bertujuan untuk menganalisa pengaruh visual packaging design terhadap food product quality, food product value dan brand preference serta pengaruh dari atribut kemasan terhadap sikap konsumen pada industri makanan khususnya es krim. Penelitian ini berbentuk experimental dengan menggunakan 300 partisipan, terbagi menjadi 12 kelompok yang akan menerima 12 stimulus berbeda. Data diperoleh melalui metode survei dengan kuesioner yang merupakan adaptasi dari penelitian yang sudah pernah diaplikasikan pada industri makanan Taiwan. Analisis data dilakukan melalui uji pendahuluan penelitian yang mencakup uji validitas dan uji reliabilitas. Setelah instrumen penelitian dinyatakan sudah lolos uji, dilakukan analisis struktural menggunakan metode Structural Equation Modelling (SEM), ANOVA dan independent t-test. Hasil penelitian menunjukkan bahwa visual packaging design memiliki pengaruh positif pada food product quality dan brand preference, food product quality memiliki pengaruh positif pada food product value dan food product value berpengaruh pada brand preference. Namun food product quality tidak berpengaruh positif pada brand preference. Desain visual kemasan yang berpengaruh positif pada sikap konsumen adalah warna dan desain.

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## **ABSTRACT**

The aim of this research is to analyze the influence of visual packaging design on food product quality, food product value and brand preference also the influence of packaging attribute on food industry specially ice cream. This research using experimental design that involve 300 participant, divided to 12 group that received 12 different stimulus. Samples with primary data obtained by survey, based on similar research which held on Taiwan. Data analysis procedure was done by preliminary studies involving validity and reliability test. After research instrument passed the reliability and validity test, structural analysis was done by Structural Equation Modeling (SEM), ANOVA dan independent t-test. The result of this research showed that visual packaging design has positive impact on food product quality and brand preference, food product quality has positive impact on food product value also food product value has positive impact on brand preference. But food product quality has not have positive impact on brand preference. Attributes that have positive impact on design visual packaging are color and design.