

# The Influence of Creative Packaging Design on Customers' Motivation to Process and Purchase Decisions: Study of Music Album Covers = Pengaruh Desain Kemasan Kreatif terhadap Motivasi Pelanggan untuk Memproses dan Keputusan Pembelian: Studi tentang Sampul Album Musik

Alya Syahrani, author

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## Abstrak

Kemasan produk memiliki peran penting dalam persepsi konsumen dan keputusan pembelian. Dalam konteks musik, sampul album berperan sebagai kemasan produk musik. Tujuan dari penelitian ini adalah untuk menganalisis apakah desain kemasan yang kreatif pada sampul album musik mempengaruhi motivasi untuk memproses dan keputusan pembelian. Model penelitian ini berfokus pada dampak dari dimensi kreativitas, yaitu *divergence* dan *relevance*, terhadap respon konsumen, yang diukur melalui variabel *brand attitude* dan *purchase intention*. *Curiosity* dan *motivation to process* diselidiki sebagai variabel mediasi. Pendekatan analisis kuantitatif digunakan, dan data dikumpulkan melalui kuesioner online. Ada dua kuesioner terpisah yang didistribusikan untuk meneliti sampul album yang sangat kreatif dan sampul album yang kurang kreatif. Data yang terkumpul diolah dengan menggunakan metode *Partial Least Squares-Structural Equation Modelling* (PLS-SEM) dengan bantuan *Software SmartPLS 4*. Hasil yang diperoleh dari kedua kuesioner tersebut dibandingkan dan dianalisis. Hasil penelitian ini menunjukkan bahwa faktor yang mempengaruhi *brand attitude* dan *purchase intention* pada cover album yang kreatif adalah *relevance* dan *motivation to process*. Namun, pada cover album yang kurang kreatif, *brand attitude* dipengaruhi oleh *divergence*, *relevance*, dan *motivation to process*, sedangkan *purchase intention* dipengaruhi oleh *divergence* dan *motivation to process*.

.....Product packaging plays a crucial role in consumer perception and purchase decisions. In the music context, album artwork or cover is referred as the packaging of music products. The purpose of this research is to analyze whether creative packaging design of music album covers influence motivation to process and purchase decisions. The research model focuses on the impact of creativity dimensions, namely *divergence* and *relevance*, on customers' response, measured through *brand attitude* and *purchase intention* variables. *Curiosity* and *motivation to process* are investigated as mediating variables. A quantitative analytical approach is employed, and data is collected through online questionnaires. There are two separate questionnaires that distributed to examine highly creative album cover and less creative album cover. The respondent's criteria are male and female who are domiciled in Indonesia, aged 18 and above, and are active music listeners from digital music streaming platforms or physical records. The collected data is processed using the *Partial Least Squares-Structural Equation Modelling* (PLS-SEM) method with the assistance of *SmartPLS 4 Software*. The results obtained from both questionnaires were compared and analyzed. The results of this study indicate that the factors influencing *brand attitude* and *purchase intention* in the highly creative album cover is *relevance* and *motivation to process*. However, in the less creative album cover, *brand attitude* is influenced by *divergence*, *relevance*, and *motivation to process*, while *purchase intention* is influenced by *divergence* and *motivation to process*.