

Analisis pengaruh product packaging terhadap purchase intention pada industri kosmetik = Analysis of the influence of product packaging on purchase intention in the cosmetic industry

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Abstrak

Industri kosmetik terus mengalami perkembangan signifikan setiap tahunnya. Product packaging telah menjadi salah satu media pemasaran dari industri kosmetik di Indonesia. Fenomena ini akhirnya menimbulkan adanya pengaruh Brand Semiotics dan Brand Experience terhadap Product Packaging pada industri kosmetik di Indonesia. Data dikumpulkan dengan kuesioner yang disebar melalui sosial media dengan batasan umur minimal 16 tahun dan berdomisili di wilayah Indonesia. Penelitian ini mendapatkan 402 dengan 372 responden yang lolos pada tahap screening. Peneliti menggunakan Structural Equation Modelling (SEM) dengan aplikasi SPSS 29 dan Smart PLS 3 untuk menganalisis adanya pengaruh secara positif antar variable penelitian. Hasil penelitian menunjukkan bahwa brand semiotics memiliki pengaruh secara positif dan signifikan terhadap Sensory dan Affective Brand Experience. Sensory, Affective, dan Cognitive Brand Experience memiliki arah positif dan berpengaruh signifikan terhadap Brand Trust. Brand Trust memiliki arah positif dan signifikan terhadap purchase intention. Sedangkan, brand semiotics memiliki arah positif namun tidak memiliki pengaruh signifikan terhadap cognitive brand experience. Penelitian ini dapat digunakan oleh perusahaan industri kosmetik dalam pengambilan keputusan pada pembuatan kemasan pada produk mereka di wilayah Indonesia.

.....The cosmetic industry continues to experience significant growth each year. Product packaging has become one of the marketing mediums for the cosmetic industry in Indonesia. This phenomenon has ultimately led to the influence of Brand Semiotics and Brand Experience on Product Packaging in the Indonesian cosmetic industry. Data was collected through questionnaires distributed via social media, with an age restriction of at least 16 years and domiciled in Indonesia. This study obtained 402 responses, with 372 respondents passing the screening stage. The researchers used Structural Equation Modelling (SEM) with SPSS 29 and Smart PLS 3 applications to analyze the positive influence among the research variables. The results showed that brand semiotics positively and significantly influenced Sensory and Affective Brand Experience. Sensory, Affective, and Cognitive Brand Experience positively and significantly influenced Brand Trust. Brand Trust had a positive and significant impact on purchase intention. Meanwhile, brand semiotics had a positive direction but did not significantly influence cognitive brand experience. This research can be used by cosmetic industry companies in making decisions regarding their product packaging in Indonesia.