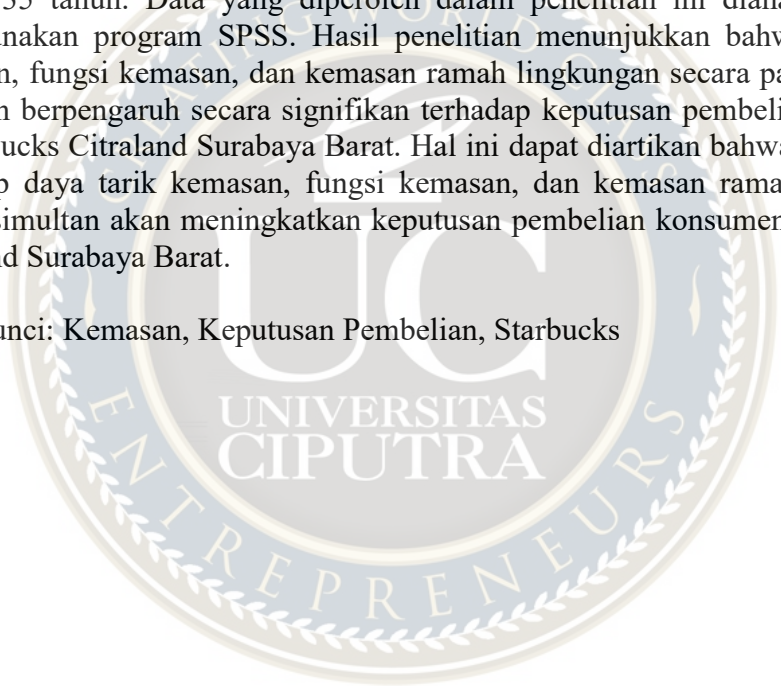


ABSTRAK

PENGARUH KEMASAN TERHADAP KEPUTUSAN PEMBELIAN PENGGUNA *TUMBLER* DI STARBUCKS CITRALAND SURABAYA BARAT

Penelitian ini adalah penelitian kuantitatif yang bertujuan untuk mengetahui apakah daya tarik kemasan, fungsi kemasan, dan kemasan ramah lingkungan secara parsial maupun simultan berpengaruh secara signifikan terhadap keputusan pembelian konsumen di Starbucks Citraland Surabaya Barat. Dalam penelitian ini dibagikan kuesioner kepada 100 orang responden yang menggunakan *tumbler* Starbucks di kawasan Citraland Surabaya Barat dengan rentang usia 19 tahun hingga 35 tahun. Data yang diperoleh dalam penelitian ini dianalisis statistik menggunakan program SPSS. Hasil penelitian menunjukkan bahwa daya tarik kemasan, fungsi kemasan, dan kemasan ramah lingkungan secara parsial maupun simultan berpengaruh secara signifikan terhadap keputusan pembelian konsumen di Starbucks Citraland Surabaya Barat. Hal ini dapat diartikan bahwa peningkatan terhadap daya tarik kemasan, fungsi kemasan, dan kemasan ramah lingkungan secara simultan akan meningkatkan keputusan pembelian konsumen di Starbucks Citraland Surabaya Barat.

Kata Kunci: Kemasan, Keputusan Pembelian, Starbucks



ABSTRACT

THE EFFECT OF PACKAGING ON BUYING DECISION ON TUMBLER USER IN STARBUCKS CITRALAND OF WEST SURABAYA

This research is a quantitative study that aims to determine whether the attractiveness of packaging, packaging functions, and environmentally friendly packaging partially or simultaneously significantly influences consumer buying decision at Starbucks Citraland, West Surabaya. In this study questionnaires were distributed to 100 respondents who used Starbucks tumblers in the Citraland of West Surabaya with an age range of 19 years to 35 years. Data obtained in this study were statistically analyzed using the SPSS program. The results showed that the attractiveness of packaging, packaging functions, and environmentally friendly packaging partially or simultaneously influence consumer buying decisions at Starbucks Citraland of West Surabaya. This can be interpreted that increasing the attractiveness of packaging, packaging functions, and environmentally friendly packaging will simultaneously improve consumer buying decision at Starbucks Citraland of West Surabaya.

Keywords: Buying Decision, Packaging, Starbucks

