

ABSTRAK

**PENGARUH KEMASAN, PROMOSI, DAN KUALITAS PRODUK
TERHADAP KEPUTUSAN PEMBELIAN DENGAN MINAT BELI
SEBAGAI VARIABEL INTERVENING
(Studi Kasus Konsumen pada *Online Shop Giftbysistore* di Kota
Tasikmalaya)**

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Penelitian ini bertujuan untuk mengetahui : (1) pengaruh kemasan, promosi, dan kualitas produk terhadap minat beli konsumen pada *online shop Giftbysistore*. (2) pengaruh kemasan, promosi, dan kualitas produk terhadap keputusan pembelian konsumen pada *online shop Giftbysistore*. (3) pengaruh minat beli terhadap keputusan pembelian konsumen pada *online shop Giftbysistore*. (4) pengaruh kemasan, promosi, dan kualitas produk terhadap keputusan pembelian melalui minat beli konsumen pada *online shop Giftbysistore*. Penelitian ini menggunakan sampel sebanyak 120 orang. Penelitian berjenis kuantitatif dengan pendekatan deskriptif, menggunakan data primer serta menggunakan teknik analisis *partial least square – struktural equation model* (PLS-SEM). Hasil penelitian ini menunjukkan bahwa : (1) terdapat pengaruh positif dan signifikan antara kemasan, promosi, dan kualitas produk terhadap minat beli konsumen pada *online shop Giftbysistore*. (2) terdapat pengaruh positif signifikan antara promosi, dan kualitas produk terhadap keputusan pembelian pada *online shop giftbysistore* dan terdapat pengaruh negatif namun tidak signifikan antara kemasan terhadap keputusan pembelian pada *online shop giftbysistore*. (3) terdapat pengaruh positif signifikan antara minat beli terhadap keputusan pembelian pada *online shop giftbysistore*. (4) terdapat pengaruh positif signifikan antara kemasan, dan promosi terhadap keputusan pembelian melalui minat beli pada *online shop giftbysistore*. Namun kualitas produk tidak berpengaruh secara signifikan.

Kata Kunci : Kemasan, Promosi, Kualitas Produk, Keputusan Pembelian dan Minat Beli.

ABSTRACT

***THE INFLUENCE OF PACKAGING, PROMOTION, AND PRODUCT QUALITY ON PURCHASE DECISIONS WITH PURCHASE INTEREST AS AN INTERVENING VARIABLE
(Consumer Case Study at Giftbysistore Online Shop in Tasikmalaya City)***

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This research aims to determine: (1) the effect of packaging, promotion, and product quality on consumer buying interest in the Giftbysistore online shop. (2) the effect of packaging, promotion, and product quality on consumer purchasing decisions at the Giftbysistore online shop. (3) the effect of buying interest on consumer purchasing decisions at the Giftbysistore online shop. (4) the effect of packaging, promotion, and product quality on purchasing decisions through consumer buying interest in the online shop Giftbysistore. This study used a sample of 120 people. This type of research is quantitative with a descriptive approach, using primary data and using the partial least square analysis technique – structural equation model (PLS-SEM). The results of this study indicate that: (1) there is a positive and significant influence between packaging, promotion, and product quality on consumer buying interest at the Giftbysistore online shop. (2) there is a significant positive effect between promotion and product quality on purchasing decisions at the giftbysistore online shop and there is a negative but not significant effect between packaging on purchasing decisions at the giftbysistore online shop. (3) there is a significant positive effect between buying interest and purchasing decisions at the giftbysistore online shop. (4) there is a significant positive effect between packaging and promotion on purchasing decisions through buying interest at the giftbysistore online shop. However, the quality of the product does not have a significant effect.

Keyword : Packaging, Promotion, Product Quality, Purchase Decision and Purchase Interest.