

PENGARUH DAYA TARIK VISUAL KEMASAN PADA PRODUK KERIPIK SINGKONG *PRIVATE LABEL* DI DAERAH SLEMAN, DIY

INTISARI

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Dengan jumlah toko ritel yang banyak di Indonesia, dibutuhkan strategi untuk menarik konsumen berbelanja di toko ritel. Salah satu strategi tersebut adalah mengembangkan produk *private label*. Produk yang banyak disukai konsumen adalah keripik singkong. Namun keinginan membeli produk *private label* masih kurang, hal ini dikarenakan citra merek yang kurang menarik menurut konsumen. Untuk meningkatkan citra merek dapat melalui desain kemasan. Jenis desain kemasan dapat dibagi sesuai dengan transparasinya, yaitu kemasan transparan, kemasan dengan jendela dan kemasan tertutup. Penelitian ini bertujuan untuk membuktikan daya tarik visual kemasan terhadap keputusan pembelian melalui citra merek sebagai variabel *intervening* pada masing-masing desain kemasan.

Penelitian ini menggunakan metode jenis penelitian kuantitatif. Pengumpulan data menggunakan metode observasi dan kuesioner daring dengan skala likert bobot 1-5. Sampel yang digunakan sebanyak 126 sampel yang diambil dengan *teknik purposive sampling*. Analisis data yang digunakan dalam penelitian ini adalah uji validitas, uji reliabilitas, uji asumsi klasik, regresi linier sederhana dan regresi linear berganda dengan bantuan uji sobel.

Hasil penelitian menunjukkan bahwa daya tarik visual mempunyai pengaruh positif dan signifikan terhadap citra merek. Daya tarik visual dan citra merek mempunyai pengaruh positif dan signifikan terhadap keputusan pembelian. Citra merek dapat memediasi hubungan antara daya tarik visual kemasan terhadap keputusan pembelian keripik singkong *private label*.

Kata kunci: *Citra Merek, Daya Tarik Visual, Kemasan, Keputusan Pembelian, Keripik Singkong.*

THE INFLUENCE OF VISUAL PACKAGING ATTRACTIVENESS ON PRIVATE LABEL CASSAVA CHIPS PRODUCTS IN THE SLEMAN REGION, DIY

ABSTRACT

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With the large number of retail stores in Indonesia, a strategy is needed to attract consumers to shop at retail stores. One of these strategies is to develop private label products. One product that many consumers like is cassava chips. However, the desire to buy private label products is still lacking, this is because the brand image is less attractive according to consumers. One way to improve the brand image is with packaging design. Types of packaging designs can be divided according to their transparency, namely transparent packaging, packaging with windows and closed packaging. This research aims to prove the visual attractiveness of packaging on buying decisions through brand image as an intervening variable in each packaging design.

This research uses quantitative research methods. Collecting data use observation methods and online questionnaires method with a weighted Likert scale of 1-5. There are 126 samples that were taken using purposive sampling technique. The method that are used to analyse data in this research are validity test, reliability test, classical assumption test, simple linear regression and multiple linear regression with the help of the Sobel test.

The results showed that visual appeal had a positive and significant effect on brand images. Visual appeal and brand images have a positive and significant influence on buying decision. Brand images can mediate the relationship between the visual appeal of packaging and buying decision of private label cassava chips.

Key Words: *Brand Image, Buying Decision, Cassava Chips, Packaging, Visual Appeal of Packaging*