

**PENGARUH *PACKAGING DESIGN* TERHADAP *REPURCHASE INTENTION* MELALUI MEDIASI *BRAND IMAGE* DAN *BRAND RECALL*
PRODUK YOGHURT LOKAL PADA YAHUUD YOGURT
YOGYAKARTA**

INTISARI

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Yahuud Yogurt telah mengubah strategi bisnisnya dengan memperbarui desain kemasan lamanya karena terjadi penurunan penjualan dari tahun 2020 hingga 2022. Perubahan desain kemasan merupakan hasil dari permintaan konsumen yang ingin melihat peningkatan dalam aspek desain kemasan, dan Yahuud Yogurt telah mengadopsi desain kemasan yang baru. Penelitian ini bertujuan untuk menganalisis pengaruh *packaging design* terhadap *repurchase intention* melalui mediasi *brand image* dan *brand recall* produk Yahuud Yogurt dan memberikan rekomendasi untuk meningkatkan niat pembelian berulang produk Yahuud Yogurt. Kriteria responden penelitian ini adalah berusia 15-64 tahun dan pernah melakukan pembelian produk Yahuud Yogurt minimal 2 kali. Metode pengambilan sampel dalam penelitian ini adalah *non-probability sampling* berupa *purposive sampling*. Pengolahan data menggunakan metode *Partial Least Squares Structural Equation Modelling* (PLS-SEM) melalui software SmartPLS 4 untuk menguji hipotesis. Hasil penelitian menunjukkan bahwa *packaging design* berpengaruh secara signifikan terhadap *repurchase intention* melalui mediasi *brand image*. Namun, *packaging design* tidak berpengaruh terhadap *repurchase intention* melalui mediasi *brand recall*. Rekomendasi berdasarkan hasil penelitian untuk meningkatkan niat pembelian berulang yaitu meningkatkan *brand image* dengan melakukan *branding* yang kuat terkait identitas merek termasuk logo, warna, slogan, dan elemen desain lainnya pada saat melakukan promosi dan kegiatan pemasaran sesuai dengan identitas merek.

Kata Kunci: *packaging design, brand image, brand recall, repurchase intention*

**THE INFLUENCE OF PACKAGING DESIGN ON REPURCHASE
INTENTION THROUGH THE MEDIATION OF BRAND IMAGE AND
BRAND RECALL OF LOCAL YOGHURT PRODUCTS AT YAHUUD
YOGURT YOGYAKARTA**

ABSTRACT

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Yahuud Yogurt has changed its business strategy by updating its old packaging design due to a decline in sales from 2020 to 2022. The change in packaging design results from consumer demand who want to see improvements in the packaging design, and Yahuud Yogurt has adopted a new packaging design. This research aims to analyze the influence of packaging design on repurchase intention through the mediation of brand image and brand recall of Yahuud Yogurt products and provide recommendations to increase repeat purchase intention of Yahuud Yogurt products. The criteria for respondents in this study were aged 15-64 years and had purchased Yahuud Yogurt products at least twice. The sampling method in this research is non-probability sampling in the form of purposive sampling. Data was processed using the Partial Least Squares Structural Equation Modelling (PLS-SEM) method via SmartPLS 4 software to test hypotheses. The research results show that packaging design significantly affects repurchase intention through the mediation of brand image. However, packaging design does not influence repurchase intention through the mediation of brand recall. Recommendations based on test results to increase repeat purchase intentions include improving brand image by carrying out strong branding related to brand identity, including logos, colours, slogans and other design elements when carrying out promotions and other marketing activities by brand identity.

Keyword: packaging design, brand image, brand recall, repurchase intention
