

EVALUASI FOTO KATALOG PRODUK KOPI LOKAL TERHADAP MINAT PEMBELIAN DI PLATFORM DARING MENGGUNAKAN PARAMETER *EYE TRACKING* DAN *SEMANTIC DIFFERENTIAL*

INTISARI

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Perkembangan platform daring mendorong pelaku usaha kopi lokal untuk merancang foto katalog yang tidak hanya menarik perhatian tetapi juga mampu membangkitkan minat beli. Penelitian ini dilakukan untuk memahami bagaimana kombinasi strategi harga dan desain visual dalam foto katalog memengaruhi minat pembelian konsumen, dengan pendekatan *Kansei science* melalui pengukuran perhatian visual (*eye tracking*) dan persepsi emosional (*semantic differential*).

Sebanyak 12 variasi desain foto dikembangkan berdasarkan kombinasi tiga strategi harga (*Diskon*, *Limited Offer*, dan *Bundling*) serta empat gaya desain visual (*Minimalis*, *Branded Minimalis*, *Konseptual*, dan *Branded Konseptual*). Data *eye tracking* diperoleh dari 56 responden, sedangkan persepsi verbal dikumpulkan dari 169 responden, dan dianalisis menggunakan regresi logistik dan analisis faktor.

Hasil menunjukkan bahwa kombinasi desain visual Minimalis dan strategi harga Diskon secara konsisten menghasilkan tingkat perhatian dan minat beli tertinggi. Regresi logistik juga mengindikasikan bahwa perhatian visual berkontribusi signifikan terhadap kemungkinan minat pembelian. Sementara itu, analisis persepsi menunjukkan bahwa desain Minimalis cenderung diasosiasikan sebagai Ringkas, sedangkan desain Konseptual dipersepsikan sebagai Komunikatif.

Kata Kunci: *Eye tracking*, *Semantic differential*, *Kansei science*, Strategi harga, Desain visual, Minat pembelian

*EVALUATION OF LOCAL COFFEE PRODUCT CATALOG PHOTOS ON
PURCHASE INTENTION IN ONLINE PLATFORMS USING EYE TRACKING
AND SEMANTIC DIFFERENTIAL PARAMETERS*

ABSTRACT

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The rise of online platforms has urged local coffee brands to design product catalog photos that not only capture attention but also trigger purchase intention. This study aims to understand how the combination of pricing strategies and visual design in catalog photos influences consumer buying interest, using a Kansei sciences approach by measuring both visual attention (eye tracking) and emotional perception (semantic differential).

A total of 12 photo design variations were developed based on combinations of three pricing strategies (Discount, Limited Offer, and Bundling) and four visual design styles (Minimalist, Branded Minimalist, Conceptual, and Branded Conceptual). Eye tracking data were collected from 56 participants, while emotional perception data were gathered from 169 participants, analyzed through logistic regression and factor analysis.

Findings reveal that the Minimalist visual design combined with Discount pricing consistently yielded the highest levels of attention and purchase intention. Logistic regression also showed that visual attention significantly contributes to the likelihood of buying intention. Meanwhile, semantic analysis indicated that Minimalist designs are perceived as Concise, while Conceptual ones are seen as Communicative.

Keywords: Eye tracking, Semantic differential, Kansei science, Pricing strategy, Visual design, Purchase intention