

## PENGARUH DAYA TARIK VISUAL DAN FUNGSIONAL KEMASAN TERHADAP KEPUTUSAN PEMBELIAN PRODUK “AWOR IN A BOTTLE” 1000 ML DI AWOR COFFEE, YOGYAKARTA

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### ABSTRAK

Minuman kopi merupakan salah satu produk olahan dari biji kopi yang saat ini terus mengalami perkembangan, diikuti dengan pertumbuhan gerai kopi yang semakin meningkat. Hal tersebut menyebabkan para pelaku usaha saling bersaing untuk menarik konsumen sebanyak-banyaknya. Strategi yang dapat dilakukan perusahaan dalam menciptakan daya tarik konsumen dan citra merek dengan penggunaan desain kemasan yang dapat menarik perhatian konsumen. Strategi tersebut dilakukan oleh Awor Coffee melakukan inovasi pengembangan kemasan produk yaitu kemasan botol 1000 ml yang diberi nama “Awor In A Bottle 1000 ml”. Pengembangan kemasan yang dilakukan juga bertujuan untuk meningkatkan penjualan produk utamanya ketika pandemi Covid-19.

Penelitian ini bertujuan untuk mengetahui pengaruh daya tarik visual dan daya tarik fungsional terhadap keputusan pembelian. Populasi pada penelitian ini adalah konsumen produk Awor In A Bottle 1000 ml di Awor Coffee. Teknik pengambilan sampel menggunakan teknik *purposive sample* dengan jumlah sampel sebanyak 105 orang. Teknik pengumpulan data dilakukan menggunakan kuesioner secara *online*. Teknik analisis data yang digunakan adalah analisis statistik deskriptif dan analisis regresi linear berganda.

Hasil penelitian menunjukkan bahwa: (1) terdapat pengaruh yang positif dan signifikan daya tarik visual terhadap keputusan pembelian konsumen dengan nilai  $t_{hitung}$  sebesar 7,631 dan nilai signifikansi 0,000 nilai koefisien untuk variabel daya tarik visual adalah sebesar +0,556; (2) terdapat pengaruh yang positif dan signifikan daya tarik fungsional terhadap keputusan pembelian konsumen dengan nilai  $t_{hitung}$  sebesar 3,952 dan nilai signifikansi 0,000 nilai koefisien daya tarik fungsional sebesar +0,413; (3) total pengaruh daya tarik visual dan daya tarik fungsional terhadap keputusan pembelian secara simultan adalah sebesar 61,3%. (4) besar sumbangan efektif daya tarik visual terhadap keputusan pembelian secara parsial sebesar 42,71%; (5) besar sumbangan efektif daya tarik fungsional terhadap keputusan pembelian secara parsial sebesar 18,59%.

**Kata kunci** : daya tarik fungsional, daya tarik visual, keputusan pembelian, pengembangan produk

***THE EFFECT OF VISUAL APPEAL AND FUNCTIONALITY OF  
PACKAGING ON PURCHASE DECISIONS "AWOR IN A BOTTLE"  
1000 ML PRODUCT IN AWOR COFFEE, YOGYAKARTA***

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***ABSTRACT***

*The coffee drink is one of the processed products from coffee beans which is currently experiencing development, followed by the growth of coffee outlets that are increasing. This causes business actors to compete with each other to attract as many consumers as possible. The strategy that can be done by the company in creating consumer attraction and brand image is by using packaging designs that can attract consumers' attention. This strategy was carried out by Awor Coffee to innovate product packaging development, namely 1000 ml bottle packaging which was named "Awor In A Bottle 1000 ml". The packaging development carried out also aims to increase sales of its main products during the Covid-19 pandemic.*

*This study aims to determine the effect of visual appeal and functional attractiveness on purchasing decisions. The population in this study were consumers of 1000 ml Awor In A Bottle products at Awor Coffee. The sampling technique used a purposive sample technique with a total sample of 105 people. Data collection techniques were carried out using an online questionnaire. The data analysis technique used is descriptive statistical analysis and multiple linear regression analysis.*

*The results showed that: (1) there was a positive and significant effect of visual attractiveness on consumer purchasing decisions with a value of 7,631 and a significance value of 0,000, the coefficient value for the variable visual attractiveness was +0.556; (2) there is a positive and significant effect of functional attractiveness on consumer purchasing decisions with a value of 3.952 and a significance value of 0.000, the coefficient of functional attractiveness of +0.413; (3) the total effect of visual attractiveness and functional attractiveness on purchasing decisions simultaneously amounted to 61.3%. (4) the effective contribution of visual attractiveness to purchasing decisions partially was 42.71%; (5) the effective contribution of functional attractiveness to purchasing decisions is partially 18.59%.*

**Keywords:** *functionality of packaging, purchase decision, product development, visual appeal of packaging*