

HUBUNGAN DESAIN KEMASAN TERHADAP PENGAMBILAN KEPUTUSAN PEMBELIAN PRODUK SNACK CHITATO PADA MAHASISWA DI YOGYAKARTA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana proses pengambilan keputusan pembelian melalui kemasan pada produk snack (makanan ringan) produk snack Chitato, yang merupakan produk snack kripik kentang unggulan yang menduduki peringkat pertama berturut-turut menurut Top Brand Award dari 2012 sampai 2018. Chitato merupakan snack yang terkenal penuh inovasi menjadikan brand snack Chitato dikenal oleh kalangan muda. Penelitian ini menggunakan 411 responden mahasiswa di Yogyakarta. Berdasarkan hasil penelitian yang dilakukan dengan menggunakan metode analisis korelasi Product Moment dari Pearson, didapatkan hasil yaitu ada hubungan positif yang sangat kuat dan signifikan antara variabel desain kemasan dengan variabel pengambilan keputusan, yang berarti desain kemasan mampu mempengaruhi besar kecilnya pengambilan keputusan pada konsumen, semakin tinggi kualitas desain kemasan pada produk maka semakin tinggi pula pengambilan keputusan pada konsumen terhadap produk. Hasil tersebut dapat dilihat dari nilai koefisien korelasi 0,890 dan nilai signifikansi sebesar 0,000 ($< 0,05$). Berdasarkan hasil korelasi yang diperoleh, maka dapat dikatakan diterima, yaitu ada hubungan antara desain kemasan dengan pengambilan keputusan pada pengguna snack Chitato. Hasil penelitian pada konsumen produk snack Chitato menunjukkan bahwa desain kemasan mampu berpengaruh terhadap pengambilan keputusan pembelian produk. Berdasarkan hasil perhitungan sumbangan efektif menunjukkan bahwa desain kemasan memberikan sumbangan efektif terhadap pengambilan keputusan konsumen sebesar 0,792 atau 79,2% sisanya sebesar 75,1% dipengaruhi oleh variabel lain di luar penelitian.

Kata Kunci : Pengambilan Keputusan, desain kemasan, Snack

THE CORRELATION BETWEEN PACKAGING DESIGN AND THE CHITATO SNACK PRODUCT PURCHASE DECISION ON STUDENTS IN YOGYAKARTA

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ABSTRAK

This research aimed to find out how the decision-making process of purchasing based on packaging of Chitato snacks products, which was the featured potato Chips products that successively ranked first according to Top Brand Award from 2012 to 2018. Chitato is a snack which is famous of having full of innovations to make snack Chitato brand known by the young. The research involved 411 student respondents in Yogyakarta. Based on the results of the study conducted using the correlation analysis method of Pearson Product Moment, it mentioned that there was a very strong and significant positive relation between packaging design variables with retrieval variables decision, which means packaging design was able to affect a decision making on consumers, the higher the quality of packaging design on the product, the higher consumers' decision to purchase the product. These results can be seen from the value of the correlation coefficient of 0.890 and the significance value of 0.000 (< 0.05). Based on the results of the correlation obtained, it can be said that the hypotheses were acceptable meaning that there was a link between packaging design and decision making on Chitato snack consumers. The results of the research on consumers of Chitato snack products showed that packaging design was able to influence the decision making of product purchases. The results of effective contribution calculation suggested that the packaging design contributed Effective against consumer decision-making of 0.792 or 79.2%, the remainder of 75.1% was influenced by other variables other than those of the study.

Keywords: Decision making, packaging design, Snack