

ABSTRACT

This paper aims to identify and analyze the influence of packaging, celebrity endorser, and price on purchase decision. The benefits to achieved in this research is for the management or the company as an evaluation is the effectiveness of the use of packaging, celebrity endorser, and price in influencing consumer purchase decision, and for further research are expected to be useful to provide input on case studies that discuss the influence of packaging, celebrity endorser, and price on consumer purchase decision in promotional activities undertaken by the company.

The method used is qualitative method with phenomenology study approach, where the data collection is done by interview, observation, and documentation. This method is chosen to make the research in-depth and get accurate results. The sampling technique in this research using purposive and snowballing sampling.

The analysis was performed using phenomenology study approach shows that packaging, celebrity endorser, and price have positive effect on consumer purchase decision.

The advice given to companies is to try other marketing communication strategy, for example with the promotion through social media, or perform a balance in its marketing strategies.

Keywords: Packaging, Celebrity Endorser, Price, Purchase Decision