

ABSTRACT

This research aims to analyze the influence of packaging attributes towards consumer's purchase intention of Emina cosmetic. There are five independent variables used in this study including packaging color, packaging design, packaging material, font style, and printed information. The dependent variable in this study is purchase intention.

This study uses quantitative research. The population of this research is all consumers of Emina cosmetic in Indonesia. The sampling technique used is purposive sampling and the samples obtained were 100 respondents who met the criteria. The analytical method used in this study is multiple regression analysis.

The results of this research show that packaging color, packaging design, packaging material, font style, and printed information had a positive and significant effect on purchase intention for Emina cosmetic product. By knowing the results of this research, marketers are expected to consider packaging attributes as marketing strategies that can be used to increase company sales.

Keywords : Emina Cosmetic, Packaging Attributes, Packaging Color, Packaging Design, Packaging Material, Font Style, Printed Information, Purchase Intention