

## **ABSTRACT**

Along with the increasing mobility of society. Companies are required to be able to recognize and meet the needs of the community. Companies are sell bottled water current business potential. Companies that deals in the drinking water business even more and more. Some large companies that produce bottled drinking water, among others, Aqua, Ades, Nestle Pure Life, Vit, Ron88, etc. These companies offer a variety of advantages.

The study, entitled effect the design of the product packaging on purchasing decisions bottled water Nestle Pure Life aims to determine consumer response to the product packaging design bottled water Nestle Pure Life, to determine purchasing decisions, as well as to determine the effect of the product packaging design decisions the purchase of bottled water Nestle Pure Life.

This research is descriptive quantitative data were collected through questionnaires to 100 respondents consumers of bottled water Nestle Pure Life (survey of students of the Faculty of Applied Sciences University of Telkom force in 2012-2014) were obtained using sampling techniques Slovin formula. Analyses were performed using simple regression analysis to determine the level of effect the design of the product packaging on purchasing decisions ( $R^2$  test).

Results of the research that has been done that the product packaging design has a significant effect on purchasing decisions. Great influence product packaging designs on purchasing decisions by 59.2% and the remaining 40.8% is influenced by other factors.

**Keywords :** Product Packaging Design and Purchase Decision