

ABSTRACT

This study aims to determine the effect of Coca Cola's Packaging Implementation on Consumer Purchase Decisions Process. This study uses quantitative research methods and the use of a Likert scale as a measurement. The population used in this study were consumers who had consumed Coca Cola products with a sample of 30 respondents. The technique of this research is multiple linear regression analysis which is processed using SPSS 22 For Windows. Based on the hypothesis test, it shows that partially there is an influence for Green Packaging, Packaging Materials, Packaging Colors, and Packaging Forms on Consumer Purchase Decisions. Green Packaging has a value of 6.156 (to) > 1.966 (ta) partially positive and significant effect on Consumer Purchase Decisions; Packaging Materials has a value of 9.455 (to) > 1.966 (ta) partially positive and significant effect on Consumer Purchase Decisions; Packaging Color has a value of 4.904 (to) > 1.966 (ta) partially positive and significant effect on Consumer Purchase Decisions; and Packaging Form has a value of 3,119 (to) > 1,966 (ta) partially positive and significant effect on Consumer Purchase Decisions. The conclusion of this study is that the variables of Green Packaging, Packaging Materials, Packaging Colors, and Packaging Forms have an influence on Consumer Purchase Decisions by 65.4% and the remaining 34.6% the influence of other variables not examined in this study.

Keywords : Green Packaging, Packaging Material, Packaging Color, Packaging Form, Consumer Purchase Decision