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*The Effects of Messages in Packaging to Brand Equity and Buying Decision
(Study Concerning in Packaging Bottle of Lotte Xylitol Gum at Carrefour Lebak
Bulus South of Jakarta)*

Bibliography: 25 Books (1996-2009)

ABSTRACT

The Objective of this research was to analyse the effect of message in packaging of product which are consisted of visibility, information, emotional appeal and workability to brand equity and buying decision of the consumer. The research was carried out on July to August 2009 at Carrefour Lebak Bulus Jakarta Selatan. The Carrefour Lebak Bulus Jakarta Selatan was choose considered on selling performance compared to other Carrefour in other place and compared to a kind of Supermarket or Hypermarket in Jakarta.

This research used the survey co relational approach using simple random sampling method for 95 respondent. The analysis has been done by statistic descriptive and path analysis. The result shown that result of first hypothesis test, message in packaging of product which are consisted of visibility, information, emotional appeal and workability have influence is signifikan to brand variable. Result of second test, message in packaging of product which are consisted of visibility, information, emotional appeal and brand equity have effect on signifikan to buying decision of the consumer. Here workability factor don't have effect on signifikan to buying decision of the consumer.

Key Word: Packaging, Brand Equity, Buying Decision, Path Analysis