

ABSTRAK

Penelitian ini bertujuan memahami faktor-faktor yang mempengaruhi perilaku pemberian hadiah pada mainan, khususnya merek Pretty Missy, di pasar yang kompetitif. Penelitian kuantitatif ini menganalisis pengaruh *product quality*, *packaging*, dan *brand image* terhadap *gift giving behavior* melalui *sentimental value*. Populasi penelitian adalah pelanggan Ritel TK di wilayah Jabodetabek, dengan total 844.022 pelanggan pada periode Mei – Oktober 2023. Teknik *purposive sampling* digunakan untuk mendapatkan minimal 204 sampel. Data dianalisis menggunakan *Structural Equation Model-Partial Least Square* (SEM-PLS). Hasil penelitian menunjukkan bahwa *product quality*, *packaging*, dan *brand image* berpengaruh positif terhadap *sentimental value*. *Sentimental value* dan *product quality* berpengaruh positif terhadap *gift giving behavior*, sementara *packaging* dan *brand image* berpengaruh positif namun tidak signifikan. Namun, *product quality*, *packaging*, dan *brand image* berpengaruh positif dan signifikan terhadap *gift giving behavior* melalui *sentimental value*.

Kata Kunci: *Product Quality, Packaging, Brand Image, Gift Giving Behavior, Sentimental Value*



ABSTRACT

This study aims to understand the factors influencing gift-giving behavior for toys, specifically the Pretty Missy brand, in a competitive market. This quantitative research analyzes the impact of product quality, packaging, and brand image on gift-giving behavior through sentimental value. The study's population consists of customers of TK Retail in the Jabodetabek area, totaling 844,022 customers from May to October 2023. A purposive sampling technique was used to obtain a minimum of 204 samples. Data were analyzed using Structural Equation Model-Partial Least Square (SEM-PLS). The results show that product quality, packaging, and brand image positively affect sentimental value. Sentimental value and product quality positively influence gift-giving behavior, while packaging and brand image have a positive but not significant effect. However, product quality, packaging, and brand image have a positive and significant effect on gift-giving behavior through sentimental value.

Keywords: Product Quality, Packaging, Brand Image, Gift Giving Behavior, Sentimental Value



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