

CHAPTER I

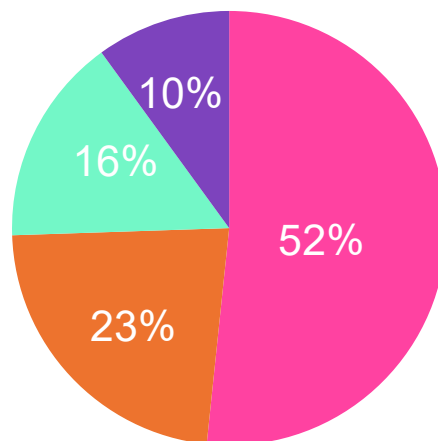
INTRODUCTION

1.1 Background

The Indonesian beauty industry has strong potential for the country's economic growth driven by its rapid development. This is marked by Indonesia's economic growth in 2025, which is projected to reach 5.11% higher than the 5.03% growth recorded in 2024 from previously year (year-over-year). In 2025 alone, Indonesia's economic based on the GDP (Gross Domestic Product) at current prices, is projected to reach Rp23,821.1 trillion, with per capita GDP reaching Rp83.7 million or USD 5,083.4 (Badan Pusat Statistik, 2026). This economic growth is supported by the beauty industry, which, according to Statista's market projections, has managed to demonstrate significant growth despite facing various global economic challenges. Reni Yanita, Director General of Small, Medium, and Miscellaneous Industries, expressed her appreciation to the players in the cosmetics industry for these achievements. Where the growth of the national cosmetics industry continues to show rapid growth, with a market potential estimated at USD 9.7 billion by 2025 and projected to grow by 4.33% annually through 2030 (Direktorat Jenderal Industri Kecil, 2025). This is due to people's awareness of self-care, which has made the demand for beauty and care products increase significantly. The development of beauty & care products also has a huge contribution to people's daily lives, as the efficient movement of these products through supply chains from FMCG industry to the retail sector fulfills their demands. Therefore, the movement of beauty & care products through the supply chain to the retail sector becomes the main driver for the growth of these FMCG products, which continue to experience a rise in interest and consumption among Indonesian people. In the FMCG industry, beauty & care products are continuing to increase massively, reflecting the Indonesian market's annual development.

Based on total sales from e-commerce and retailers across Indonesia, the beauty & care category is one of the largest contributors to the Fast-Moving Consumer Goods Industry. Showing the market's development in Indonesia, it has large population with young people being one of the largest age groups. This growth is due to their growing awareness of self-care and the use of these products among Indonesian consumers. Therefore, most people of a young age are interested in investing their time to have self-care in their daily needs by buying products from the nearby retailers.

Figure 1.1 Total Sales in Fast-Moving Consumer Goods Industry
 ■ Beauty & Care ■ Food & Beverages ■ Healthcare ■ Mother & Infants

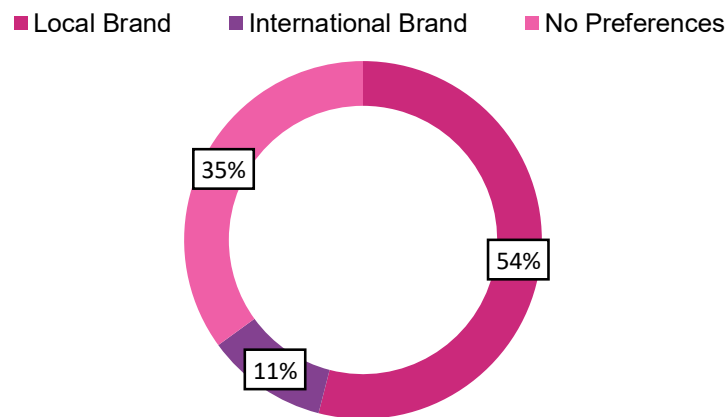


Source: Kompas.co.id (2022)

According to the above picture given by Kompas.co.id (2023), that the estimate time around January through October 2024 of the total sales from FMCG Industry shown that Beauty & Care is one of the larger contributors from the FMCG industry among from top four categories in the FMCG industry. In that period of times, beauty & care has achieved total sales with 31,9T or as much 51,9% of contributes from the total of the whole Fast Manufacturing Consumer Goods sales with Rp61.8 trillion in that estimated times of period. This indicates that skincare products are projected to be the top sellers in 2025.

Following the second larger from top four FMCG industry categories, Food & Beverages total sales has up to 14,1T with 22,8% of contributes. Then, Healthcare total sales are 9,6T with 15,5% of contributes and in the last from top four categories in FMCG industry is Mother & Baby, the total sales amount is 6,2T with 10% contributes in the industry. In the Fast-Moving Consumer Goods, this industry can help the Small Medium Enterprises to motivate each of the small to medium businesses to be more innovative in creating such as product, packaging, marketing, and strategy of the distribution through the opportunity that has given with reselling the products from the FMCG Industry. In the other way, that in the midst of a saturated market, companies need a strong visual and identity strategy to survive therefore, the industry continues to increase facing in an intense competition especially in the beauty and care sector category. Apart from that, Indonesian beauty and care industry has significantly continued to keep rising the demand some of the products from Make Up and Skin Care and it is become one of the driving sectors to Indonesian.

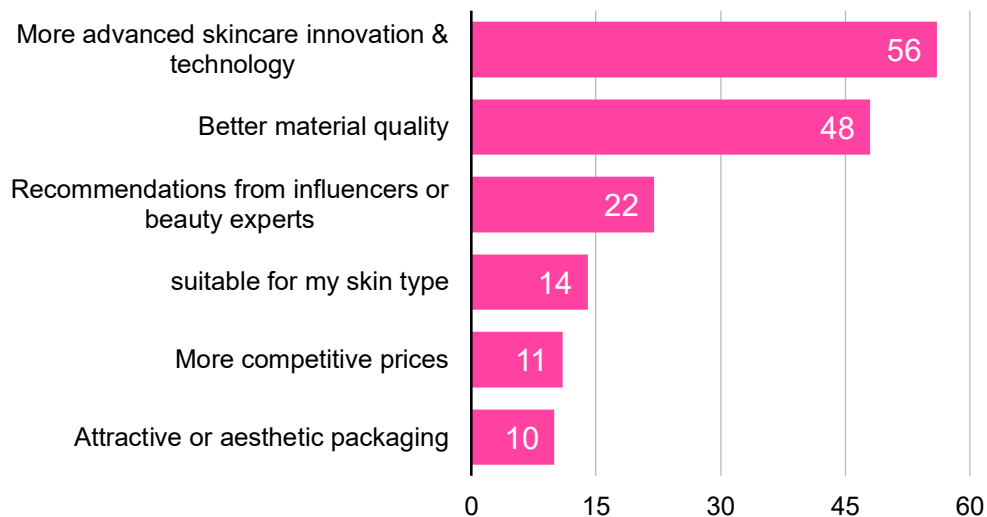
Figure 1.2 Consumer Preferences on Cosmetic Brand Market in Indonesia



Source: *ataboks.katadata.co.id* (2022)

The Populix survey (2022) taken based on the consumers preferences on using the cosmetics brand in Indonesia that categorized into three categories of types wearing the brand preferences in which international, local or having no preferences in wearing the cosmetics brand preferences. Based on the figure 1.2, that most of the Indonesian consumers choose to wear cosmetics from local brand with 54% rather than international brand with only 11% and 35% people choose with no preferences to wear cosmetics neither from international or local brands. This survey shows that Indonesian consumer has trusted the cosmetics from local brands that have better quality from the international brands.

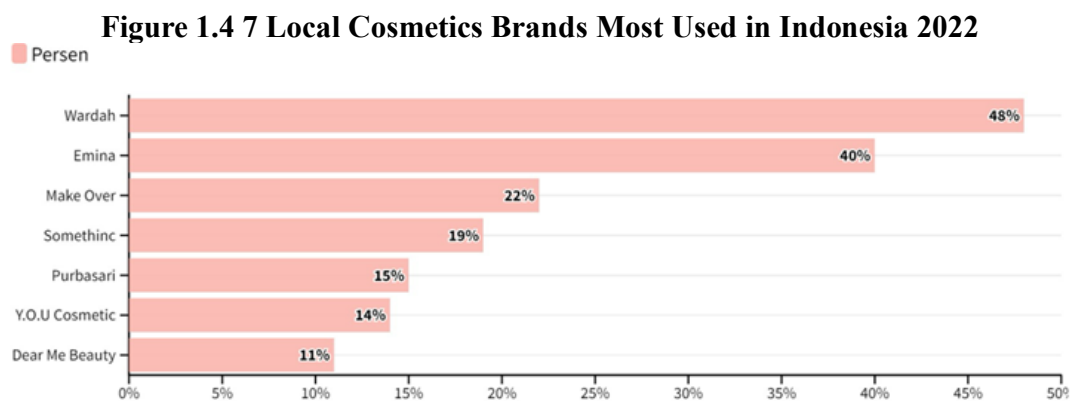
Figure 1.3 Consumer Interest in Buying International Skincare Brands



Source: Populix (2025)

Based on the Populix.co data in 2025, that it is mentioned the consumers that have interest in international skincare brands are mostly because those brands have advanced skincare innovations & technology with 56% and better material quality with 48% but attractive meanwhile attractive or aesthetic packaging are just 10% and the other consumer interest are come from recommendation from influencers or beauty experts with 22%, suitable for my skin type with 14%, and more competitive prices with 11% that the consumer has choose.

From the survey, the local brands did not mention how the respondents choose the local brands based on the interest preferences when buying or choosing the material quality or the packaging design when the local brands are being the most chosen by the Indonesian consumers rather than the international brands. In the other way, the Populix survey in 2022 accessed by databoks also take the survey of the most popular local brands used by the Indonesian consumer through the 500 of female respondents that spreads to several nations of Indonesia cities with several local brands that the consumers wear. Most of consumers were likely using cosmetics products from Paragon Corporation that is the biggest contributor in Indonesia as a corporation of beauty industry. There is among 4% of the respondents from Semarang City who were participated in the survey taken by Populix in 2022 based on the most popular local brands used by the consumers based in Indonesia that has filled by the female respondents.



Source: *goodstats.id* (2022)

Based on the figure 1.3 above that on the survey from Populix in 2022 revealed with a list of the most used local cosmetics brands. From the seven brands that are listed above, the top three are mainly driven by Paragon Corporation the house of various brands from Wardah, Emina, and Make Over. Emina being in the middle among top three with 40% then Wardah in the first place with 48% and Make Over in the bottom of the top three with 22% from the respondents.

This shows that local's market is more wanted by the consumer that are equivalent to international brands from the quality to the branding of the brands itself in the competitive markets. Among competitive brands, packaging is one of the factors that help the brand to stand out among other brands and products that could take consumers into considered to purchase the product from a certain brand through some reviews of consumers for both positive and negative where the ratings and reviews are founded in the social media and marketplace like Shopee Indonesia where most people buying things and it is found that some reviews of consumers are considered as opinions of people. The following collected ratings and reviews from Emina consumer are proven below:

Figure 1.5 Consumer Review on Social Media with Emina Cosmetics



Source: x.com (2025)

Figure 1.6 Negative Review Emina Cosmetics Products Packaging



Source: <https://www.shopee.co.id/eminaofficial> accessed in 2025

From both of the figures above, the factors from the consumers reviews had impacts on consumers perspectives towards products of Emina Cosmetics in which the consumers' positive reviews can provide the brand's feedback of the cosmetics product brand from consumers where the products based on the above pictures that most of the reviews coming from the consumers are found having good reviews because the quality of the products that come from Emina Cosmetics while the bad reviews could be questionable on the qualities of the material and functions of products packaging that considered consumers to buy the products. However, the negative ratings and reviews coming from consumer had only considered as opinions and bad experience that consumers have had.

Meanwhile the visual brand of Emina Cosmetics based on the consumer reviews have only founded admiring on the packaging from the consumers reviews and ratings but limited or nearly not have found to the data evidence that showing the Emina Cosmetics packaging design are chosen by the consumer in preferences to buying the products based in Indonesia market amongst competitive market from local and international brands.

Figure 1.7 Positive Reviews Emina Cosmetics Products Packaging



Source: <https://www.shopee.co.id/eminaofficial> accessed in 2026

From the positive reviews shows that Emina has been successfully bringing the products through the Emina Cosmetics sunscreen and moisturizer quality that are suitable to use by the teenager and young adults as it is specifically targeted and formulated for the skin of teenagers and young adults. However, based on the above figure that where consumer is admiring on the Emina Cosmetics product on the cleansing soap packaging design which the consumers approve that the packaging is having good design on cleansing soap. Emina Cosmetics is also shown in the reputable positions through the top brand index to show the measuring brand performance in Indonesia based on the metric of independent survey results which is then calculated as the weighted average to determine the best "Top Brand" in each category. This measurement is related to the metric of how the brands are perceived by the consumer based on three main aspects such as Mind Share (position in the minds of consumers), Market Share (purchase behavior), and Commitment Share (loyalty to buy back).

Table 1.1. Top Brand Index for Teen Category in Self Care Sub-Category Face Cleansing Soap Among 2021-2025

Brand	2021	2022	2023	2024	2025
Pond's	18.30%	19.40%	17.80%	16.50%	15.00%
Garnier	17.80%	18.60%	17.10%	14.30%	14.40%
Biore	11.20%	13.80%	9.90%	11.10%	16.70%
Clean & Clear	10.80%	11.50%	9.40%	9.90%	14.10%
Wardah	-	-	8.20%	-	-
Emina	-	-	6.40%	-	-

Source: Top Brand Award, processed data in 2025

Based on the table 1.1 above, that the data summary explained about beauty index based in Indonesia divided into two categories index, Top Brand Index for general and Top Brand Index for Teens. Dominantly, Garnier and Ponds are the main player for in every category of facial care in general and teens. Emina Cosmetics has appeared only twice for in the five consecutive years in 2023 and

2025 where based on the table above, it is showed that the index is for teen face cleansing soap category in 2023 that has reached around 6.40% astonishingly satisfactory quality products from the face cleansing soap variant with bright stuff and acne series. Unfortunately, the Emina Cosmetics products are only showed in limited products with cleansing soap and moisturizer and the other products haven't seen on the Top Brand Index yet when Emina Cosmetics are frequently launching new products in each month or years.

Other than that, Emina also did not appear among the year in 2021 – 2022 and 2024 & 2025 for the Face Cleansing Soap. Through this index, consumers could have reference of a brand with Emina Cosmetics face cleansing soap related to consumers preferences in purchase the brands and products which is the brand have tested and trusted amongst many consumers based on local products that the products are proven have good quality and safe for the consumers skin type specifically for teenagers and young adult as the main Emina Cosmetics target market.

Table 1.2. Top Brand for Teens Index Category in Self Care Sub-Category Face Moisturizers Among 2021-2025

Brand	2021	2022	2023	2024	2025
Pond's	27.90%	30.30%	31.10%	21.90%	25.80%
Garnier	23.30%	20.50%	20.00%	19.80%	20.00%
Nivea	13.30%	12.80%	13.70%	-	17.40%
Clean&Clear	10.20%	10.50%	7.10%	9.10%	-
Olay	6.80%	8.50%	7.50%	8.50%	3.60%
Emina	-	-	-	-	3.30%

Source: Top Brand Award, processed data in 2025

In the table 1.2 above, the table above shown that in the Top Brand Index, Emina appear on Top Brand for Teens Index in sub-category of Face Moisturizer in the year of 2025 in reaching the number of 3.60% percentage. It is proven that Emina Cosmetics in the Top Brand Index is have good brand reputation regarding

the placements of the Emina Cosmetics product in the Top Brand Index for Moisturizer products in the 2025 while the other products are still not appeared in the Top Brand Index yet. However, the value index of the products of Emina Cosmetics in 2023 to 2025 is decreasing from 6.40% to 3.30% if the category is calculated in combined.

It shows that Emina has been successfully conveyed the messages through the Emina Cosmetics brand through the perceptions of consumers that is emphasizing the youth's self-expression in order to be more confident and helping to found the teenagers and young adult potential by using the Emina Cosmetics products due to the quality that suitable for teenagers and young adults skin types. Visually, Emina attracting the young consumers with adapting to teenager's vibe and activities with adjusting the cosmetics products into matching the products in related to the teenagers' activities in current generation.

Figure 1.8 Emina Cosmetics Packaging Products



Source: shopee.co.id/eminaofficial (2025)

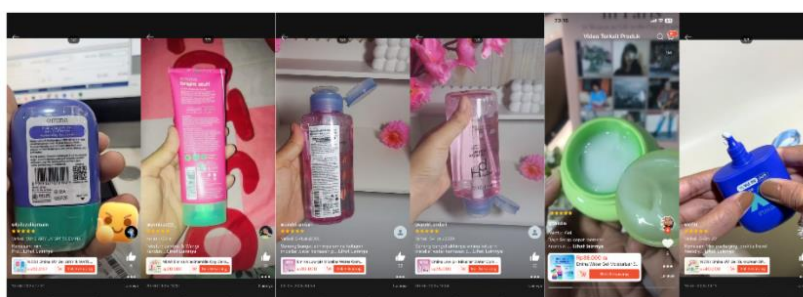
From the figure 1.8 above, Emina also launched some new products such as water gel moisturizer and oat amino cleanser with low pH. The products designed with vibrant bright colors that the products are high in demand among the Gen Z preferences. As Popbela.com (2024) informed, that Emina Cosmetics have launched a few new products that represent the Gen Z style which the products intended to market the products for teen masters. From held an event with Eureka Fest in 2024, Emina also launched a new product with new series of GloRad+ that introduced to overcome skin concerns such as dullness, acne scars, and large pores.

This skincare series were made for people whom having a high enthusiasm for skincare that has in-depth knowledge about the ingredients and format of a skincare product that follows the update style with existing trends. Throughout the Tribunnews.com (2024), the GloRad+ High-Res Bright Glow Water-Sphere Serum packaging product is available in a 20 ml bottle size using transparent materials with a combination of colors that gives a cheerful impression. The product also using the type of applicator in a form of pipette that attached to the bottle cap. Overall, the packaging product of the Emina new product is quite catchy, but not over the top. These new products that Emina had launched is for completing the skincare series with adding an impression of fresh and energetic as a teenagers and young adults.

It can be summarized that from the GloRad+ shape of the products could influence on the perception of the brand from the packaging product of its brand. This required by the brand specifically Emina Cosmetics to win consumer perception either in domestic or international market. In supporting the global events whose target audience is the younger generation, Emina Cosmetics supports Youth Break the Bounded to strengthen the brand commitment to create a space for young people by showing the youths best potential in creating and innovating novel ideas (Murianews, 2024). As a result, that the relationship

between brands and consumers can intertwine in obvious actively activities based on the global community whose target audience is the younger generation. As in an overseas exposure, to have clear explanations on the products should be printed the instructions of the use of the products based on the products label. and instructions with using dual language which it has been expands to Malaysia as the first country to expand in the international market since 2012 with Wardah as Emina sister brand under Paragon corporation (Olenka, 2025). In many cases, non-verbal communication sometimes has a greater impact than verbal communication or written words by reinforcing the images and consumer perception. The creative packaging used to differ between cultures based on even the smallest details in colour matching and design.

Figure 1.9 Emina Cosmetics Packaging Features



Source: <https://www.shopee.co.id/eminaofficial> accessed 2026

Based on the figure 1.9 above, the products feature of Emina Cosmetics is designed with convenient size and minimize spillage through pump-action, tube & jar, and pointed applicator. The hierarchy text is grouped by dividing line or box for consumers to find the instructions, compositions, and expiration date easier. The usage of logo or icons is to put trust on consumers regardless to worry of the ingredients used inside the liquid products and visualize it with icon to giving instructions in an effective way to giving a little education on the product information behind the packaging with highlighting the main ingredients to boost the product excellent.

The distinct features of products led to benefit or satisfy the consumers to differentiate from those competitors in an innovative way and standardized the products to redefine the consumers' needs for continual exposures (Doole et al., 2022). According to (Hawkins & Mothersbaugh, 2010), a packaging design with bright colours, long size, and packaging with distinctively unique features could attract an attention, through delivering a meaning as well as influencing consumption. Not only that, but colours also ascribed personality traits to products and services that associated with the characteristic and gender by a specific colour. Whereas lighter tones are associated with femininity while the combination color of black and white oftentimes connected to carefully engineered, high- tech, and sophisticatedly designed (Schiffman & Wisenblit, 2019).

Therefore, to enter international market, Emina must strategize the expansion and adjusting the label and packaging visually where (Schiffman & Wisenblit, 2019) explained that products could influence on the perception of the brand and the packaging product of its brand visually and it is likely that more consumers could recognize such characters than could identify brands or artists which certainly are effective spokes characters for the products who may it represent (Solomon & Russell, 2024). Emina is targeting the products primarily for teens & young adults, because the imagery Emina used is often using the theme of friendship, self-discovery, and fun elements with often using bright lighting and vibrant backgrounds to more focus on the product and engaging with some trendy graphic design elements.

In this matter, it shows that Emina Cosmetics among other cosmetic brands that have a target audience that is marketed for consumers who target young people that is beginner in using cosmetics products. In the perception numerous of consumers of Emina Cosmetics particularly in Semarang City that Emina Cosmetics have in the top of mind are seen have a friendly product for teenagers

through the femininely colours that make the brand approachable for youths particularly for young girls. From Emina's competitors, mostly only using pink colouring on products whose product structure uses straight and circular shapes and the materials used are usually using tube bottles or jar bottles that have sold in the cosmetics store. However, the products owned by Emina that can be seen from the cosmetic shelves in the cosmetic store in Semarang City are distinguished from several colours that look more vibrant and brighter with colourful shades that distinguish Emina's products from other cosmetics brands.

Figure 1.10 Emina Cosmetics Shelf from Beauty Retails in different Angle at Semarang City



Source: processed data (2025)

Based on the figure 1.10 above that Emina among to the competitors are appealing as the freshly product skincare and trendy packaging with simple, safety, and affordable price for student in Semarang City. It is shows that Emina Cosmetics also dominate with colourful pastel and feminine from the shelf but some of the products appear cutesy, minimalist, and colourful. The shapes that Emina used mostly seen from the shelf are tubes bottle from the sunscreens, face wash, and moisturizer with different sizes. Emina also using bottle jar for another moisturizer variants and lip balm and clear bottle for micellar water. The colours that Emina have more varieties than the other brands that are dominate with pink colours as identity of the brands.

Based on the new products of Emina as having some interviews with the beauty advisor in some location of the cosmetics store in Semarang City that a lot of cosmetics stores are really competitive and have many variations of cosmetics brands sold at the beauty stores in Semarang City that in some locations of the cosmetics stores are have shops lined up in a row of the streets and besides that, the beauty advisor also tells that Emina have many varieties of cosmetics and skincare products series with unique and cute packaging. Besides that, the beauty advisor of Emina Cosmetics told that the sunscreen & gloss tint is the most current demand of skincare and make up series of Emina products at Elisha Cosmetics Semarang City with the new launch of the new products of Emina Cosmetics.

This can be known that packaging and the image of the brand may have influence on the customers purchase that fluctuated in some of the beauty stores that has spread in Semarang City as the source of the main topic for this research. A person character may be impacted by a community through several connection that affiliated since it is become an inspiration of a person or people to be influenced and then put it on into an action of buying decision based on the consumer trust in factors such as quality, quantity, weight, and security from a certain products attribute (Roy, 2022). The new product launches create major reactions from consumers on the new packaging designs that consumers had never seen it before.

This, due to the new product come with the innovative design and new repackaging and packaging with trendy design make the sales of the products increasing than the previously years. Some of the new products caused much in demand increases the sales for the products showed in the report sales accordingly to several stores in Semarang City. The report sales from some of beauty stores in Semarang City are represented to determine the success of the brand toward the products sold in the market by seeing through the changes of

the sales number differences that have been achieved in four consecutive years as to analyzed such as in the table below:

Table 1.3. Data Report Sales of Emina Cosmetics at Several Outlets in Semarang City around 2022-2025

Outlet	Year	Sales Target (Rp)	Sales Realization (Rp)	Target Achievement (%)	Growth (%)
Elisha Beauty	2022	140.000.000	135.000.000	96,43	-
	2023	180.000.000	162.000.000	90	20
	2024	185.000.000	200.000.000	108,11	23,46
	2025	245.000.000	312.000.000	127,35	56
Benny Kosmetik	2022	190.000.000	130.000.000	68,42	-
	2023	200.000.000	204.000.000	102	56,92
	2024	195.000.000	250.000.000	128,21	22,55
	2025	300.000.000	371.000.000	123,67	48,4
Najmia Beauty	2022	95.000.000	105.000.000	110,53	-
	2023	115.000.000	124.000.000	107,83	18,1
	2024	150.000.000	235.000.000	156,67	89,52
	2025	290.000.000	382.000.000	131,72	62,55
Rose Kosmetik	2022	85.000.000	80.000.000	94,12	-
	2023	95.000.000	100.000.000	105,26	25
	2024	110.000.000	115.000.000	104,55	15
	2025	120.000.000	132.000.000	110	14,78

Source: Cosmetics Store at Semarang City, data processed in 2025

From the below table 1.3 of Emina Cosmetics data report sales based on the location store in Semarang City that the highest achievement obtained by Najmia Beauty in Tembalang. This refers from the target achievement and growth from each beauty store retails in Semarang City that it is show a significant growth spike in 2024 by 89,52% and 62,55% in 2025. Other than that, Najmia Beauty on the target achievement has reached 156,67% in 2024 and Benny Cosmetics experienced growth of 56,92% in 2023. Meanwhile, Rose Kosmetik on its achievement target experienced a stable achievement target from 2023 to 2025 and Elisha Beauty experienced a decrease in achievement targets from 96,43% in 2022 to 90% in 2023. But in 2024 Elisha Beauty will increase again to 108,11% on the target achievements. Benny Cosmetics had experienced

difficulties in 2022 with an achievement of 68,42% but soared in the following years. Rose Cosmetics has stable growth at 14-15% in 2024-2025 which Elisha Beauty sharply increased to 127,35% in 2025. The average increasing of the sales in the Semarang City stores are about 45% in the last two years of selling the products of Emina Cosmetics in Semarang City.

Personal factors could influence on the consumer behaviour because lifestyle, surroundings, interest, and habits always fluctuate with a significant impact on the products or living circumstances through the ability of people unique characteristic or personalities that influenced on others behaviour or thoughts (Roy, 2022). Through the perspective of consumers at the beauty retailers by identified the product lines, examining structures & materials, and seeking design opportunities and challenges can all ease gaining some knowledge about the products image on packaging using retail research should at every phase of the design process (Klimchuk & Krasovec, 2013).

In value of the packaging design on the purchase decision, the finding of (Mohamedet al., 2018) that the packaging design could affect to a purchase decision using with a distinctively unique design on the packaging based on the consumers' preferences. Therefore, through the packaging design, it could be effectively as a marketing tool both online and offline to push the consumer decision in buying the products. Added by (Brodersen & Manolova, 2008), that packaging design and brand image has a coherence between the brand messages through sent and received messages in the packaging design that communicates its brand identity and give an insight of consumers behave in the store by involved in the buying process during the buying decisions.

The research from (Elfyra & Nurtjahjani, 2023) through the title of *“Pengaruh Desain Kemasan dan Kualitas Produk terhadap Keputusan Pembelian Produk Emina Pada Platform E-Commerce Shopee”* the result of the research conducting within the variable of packaging and brand image on purchase decision that have significantly positive influence. Given the light

statements from above, that the researcher has the implication to have research that interestingly submitting a research title with the title of **The Influence of Packaging Design and Brand Image Through Purchase Decision of Emina Cosmetics (A Study on Emina Cosmetics Consumer in Semarang City).**

1.2 Problem Formulation

Based on the explanation from the above findings previously, it is indicated that from the description of the problems have encountered in the cosmetics company namely Emina Cosmetics which under the Indonesian largest corporate company of PT Paragon Technology and Innovation. it is likely that Emina's packaging frequently having changing to improve, adaptive to current trends, affordable products with nice packaging design that could impact on each consumers perceptions and personality but not many have the measurements on the packaging design that plays role for the products identity as in aesthetics and functionality.

In relation to the consumer purchase of the products, that frequent packaging changes are a strategy to stay relevant in the highly competitive cosmetics market. However, from the frequency of the sales in the new products with different new design styles actually makes the brand more distinctive and appealing whereas consumers are captivated that leading to potential gaps between visual appeal and the practical user experience which genuinely shifts the fulfill of consumer needs. Therefore, this could influence the consumer perception in the image of the brand and its decision to purchase as it is seen on the data as given above of the brand previously to determine the performance of a brand in Indonesia specifically in Semarang City. Indirectly, packaging and design to the image of a brand had a relation that are sustainable to the brand and consumers decision to buy or purchase for its products.

Consequently, towards the above explanation of the problem framework, this can make the decision to buy done by the consumers more understandably. Above that, with tailored these arrangements, this research could be arranged as a problem framework and made it into a few of framework question as below:

1. Does Packaging design have influence on Purchase Decision of Emina Cosmetics in Semarang City?
2. Does Brand Image have influence on Purchase Decision of Emina Cosmetics in Semarang City?
3. Does Packaging Design and Brand Image on Purchase Decision of Emina Cosmetics in Semarang City?

1.3 Research Objectives

By the existence of this research, this is to obtain the objectives as an overview of this research by knowing the purpose of this research in The Influence of Packaging Design and Brand Image on Purchase Decision of Emina Cosmetics (A Study on Emina Cosmetics Consumer in Semarang City) as it is mentioned as below:

1. Knowing the influence of packaging design on purchase decision of Emina Cosmetics consumers in Semarang City.
2. Knowing the influence of brand image on purchase decision of Emina Cosmetics consumers in Semarang City
3. Knowing the influence of packaging design and brand image on purchase decision of Emina Cosmetics Consumers in Semarang City.

1.4 Benefits of Research

Based on this study, researcher hope that this research could lead some people to develop new knowledge about packaging design, brand image, and purchase decision in focusing on consumer behavior and brings them benefits of usage for several parties such academic, researchers, and businessperson.

1.4.1 For Researcher

Researcher hope this research could bring benefits by applying the theory that has been received during the university days to be applied at the scope of business work which related to the variables that is being researched in this research through packaging design, brand image, and purchase decision.

1.4.2 For Academics

Researcher hoped that with this research paper, the result of the research could be considered as one of a reference for the next future research by another researcher by conducting this research as a source of an idea or a thought with similar research for the future research. Researcher also hopes that this research could bring new knowledge and broaden insight regarding consumer behavior in packaging design, brand image and purchase decision.

1.4.3 For Company

Through this research, researcher hope that this can be a source input for the company or a brand to be more updated and to be able upgrading the brand or the products become more better in the future regarding the packaging design and brand image to the decision of the consumer's purchasing. Furthermore, researcher hope that this research also could help to broaden the knowledge on the consumer behavior specifically on the purchase decision through the packaging design and brand image.

1.5 Theoretical Framework

1.5.1 Consumer Behavior

1.5.1.1 Consumer Behavior Definition

Consumer behavior is how the consumption of goods, services, experiences, and ideas is major part of our lives which covers a lot of ground that take many forms. It is the study of the processes involved in individuals or groups to satisfy needs and desires of the consumption choices to define and express the individuals or groups identities (Solomon & Russell, 2024). This behavior impacted these processes that affect consumers and society, which focused more

narrowly on the buyer and the immediate antecedents and consequences of the purchasing process. This broader than traditional view of consumer behavior led to an examination of more indirect influences on consumption decisions.

1.5.1.2 Consumer Behavior Factors

There are several factors that involved in consumer behavior through influence from external and internal factors stated by (Hawkins & Mothersbaugh, 2016) as below:

1. External

- a. Culture: is an aspect of an individual's thought process and behavior.
Subculture: is a system in a community that shared distinguishing values and patterns of behavior by member of a group through citizenship, religion, ethnics, and geographic area.
- b. Demographics: is a segment of a population that affecting both directly and by other attributes such as personal values and decision styles in influencing consumption behavior of individuals in terms of its size, distribution, and structure
- c. Social Status: it is defined as hierarchical division that divided by the society into a distinct and homogeneous groups in societal class system with attitudes, values, and lifestyles.
- d. Reference Groups: is where a group being used by an individual whose presumed perspectives or values as the basis for someone's current behavior in a specific situation.
- e. Family: the decision process in the family that consist of two or more members are made, inherently emotional and its affecting between the family members relationship to buy something.

- f. Marketing Activities: an activity that is regulating the advertising and promotional activities to influencing all five sources like the characteristic, the distribution, and the promotional messages of the product provide the basic information available in the market.

2. Internal

- a. Perception: is a process of consumer receiving an information illustrated begins with consumer exposure to marketing stimuli and attention then end with consumer interpretation.
- b. Learning: is a process that transform from any change that the individual receives knowledge and experience about purchasing and consumption to be applied in the future regarding long term and short-term memories or behavior. Memory: is a critical to learning process that the total is accumulated from prior learning experiences consists of short term and long-term memories that have the ability to recall specific items or events.
- c. Motives: is a desire when consumers feel a gap between a desire and current actual state reason for behavior response that provides specific direction that stimulated by a construct representing an unobservable inner force.
- d. Personality: is an individual personal values of response tendencies across similar situation in character that helps to guide and in different situation chosen to accomplish the goals further direct behavior
- e. Emotions: relatively is a strong form of uncontrolled feelings that affect behavior both negative and positive when unmet needs yield negative and met needs generate positive consumption emotions increase consumer satisfaction and loyalty.
- f. Attitudes: is the way people act, think, and feels in a consistently favorable or unfavorable manner with respect to a given object toward some aspects of someone's environment, retail store, television program, or product.

1.5.2 Packaging Design

1.5.2.1 Packaging Design Definition

The packaging design based on (Hawkins & Mothersbaugh, 2016) finding, that it represents the individual identity of a product which is it can attract to a certain person through the shape and colours of a package on retailers' shelves because the appearance, taste, texture, or smell of the item influence consumer's perceptions of a particular product. As (Kotler et al., 2024) give the definition about the packaging, it is stated that the activities that involves in the attribute for a product by designing and producing the container or wrapper. Packaging design based on the finding of (Klimchuk & Krasovec, 2013). packaging design is a bigger picture of the brand through the image because the products could create the relationship between the consumer and the brand. It is part of a connection between the design elements and the packaging with creating a distinctive packaging to differentiate from the other packaging. Packaging design also part of the components in the series of multivariate from the marketing activities to create brand loyalty and sell product. Packaging also prevailing on determining the packaging successor that influences from external and internal factors as a tool for competitive business environment (Rundh, 2009).

1.5.2.2 Packaging Design Factors

According to (Klimchuk & Krasovec, 2013), that packaging design enable to grab attention by the looks to break through cluttered environment of the design visually from several factors as mentioned as below:

- a. Category appropriateness: the design must be appropriateness to the type of the products that suitable for consumer specifically types.
- b. Customization: to put an identity on the packaging to the brand by designed the packaging into distinctively unique and special for the packaging design.

- c. Consumer experience: this give an experience to the consumer when the packaging being open and close in order to protect its product through the features design of the packaging that can satisfy the consumer.
- d. Functionality: the packaging must be functional well and practical to protect the packaging from damage and defective.
- e. Aesthetic appeal: the design of the packaging must be appealing to the consumer with pretty and neat as visually through the elements of the design.
- f. Consumer appeal: the design of the packaging could connect to the emotion or the consumer target needs
- g. Innovation: the packaging design using new technology or idea with new thoughts from the design's elements

1.5.2.3 Packaging Design Elements

As the design is influence on the packaging, (Klimchuk & Krasovec, 2013) shares that the elements in the packaging design that are used for designing a packaging with such elements as below:

- a. Form: the shape of the packaging
- b. Structures: the template and the prototype or mock-up of the packaging
- c. Materials: the raw materials to produce the packaging
- d. Colour: the colour palette that will be used
- e. Imagery: picture or illustration on the packaging
- f. Typography: type and font of the text in the packaging

1.5.2.4 Packaging Design Indicators

According to (Klimchuk & Krasovec, 2013) that a packaging can be evaluate with a particular package using general features through this several model, this can be mentioned as below:

- a. Visibility: this refers to the packaging ability to stand out among crowded competitors in beauty retailers.
- b. Readability: this refers to the packaging on the effectiveness communication through conveying the brand's story and values to the products benefit.
- c. Legibility: this refers to the packaging text and characters on the label in the packaging.
- d. Portability: this refers to the packaging functionality on the actual purchase and usage experience of the products packaging.

1.5.3 Brand Image

1.5.3.1 Brand Image Definition

Brand Image reflects on feelings the consumers hold from the overall products lines and its organization. The consumer perception is affected from the marketing activities and the image of brand that generates major advantages for any good or service (Clow & Baack, 2022). A distinct position or image that occupied in consumers' mind through a brand according to (Schiffman & Wisenblit, 2019), that brand image is the position that have symbolic values for consumers with the products based on the unique benefit that it provides in the products claimed of the brand. In the other side, (Hawkins & Mothersbaugh, 2016) finding a suggests that brand image is a marketing activity that referring to the *schematic memory of a brand* when people think and feel of hearing or seeing a brand name in the schematic memory.

1.5.3.2 Brand Image Factors

The factors that influencing on the brand image are consists of two categories that has divided by (Clow & Baack, 2022) which in related to this research of beauty cosmetics industry indicated that the component of brand image within quality, reliability and a set perception of behind the company's goods and services focused on the willingness of the firm dealt with consumers for being helpful, pleasant, or professionals. The constituent factors in details mentioned as below:

a. Tangible

1. Goods or Services Sold: the quality and the features of its goods or services sold
2. Retail Outlets Where Products Sold: the location, store design, and the consumers place atmosphere to get the products
3. Advertising, Marketing, and Communication: the messages that the company wants to deliver throughout the media.
4. Brand Name or Logo: the visual identities of a brands that facilitates recognition to the consumers
5. Packaging and Label: the physical design of the products packaging
6. Employees: the attitudes, uniform, and the friendliness of the staffs who interacts with customers

b. Intangible

1. Corporate Policies: how the company run the business (environmental friendliness or work ethics)
2. Ideals & Beliefs: the kinds of things the brands strive for in the public eye.

3. Company Culture: the internal atmosphere that often radiates outwards
4. Country of Origin: the perception of the country where the brand originated
5. Media Reports: the news or influencers say about the brands

1.5.3.3 Brand Image Indicators

In essence, (Clow & Baack, 2022) shared that this can be measured with some of indicators contained in the set of brand positioning to determine consumers on the brand image as mentioned as below:

- a. Attributes: it is the features or characteristics from the products or services such as the materials or the processor speed
- b. User: it is something the consumer perceives towards the products positioning
- c. Application: it is something that the usage of the product in daily activities of consumers
- d. Class: it is something that the products or brand seen among the competitors and market
- e. International: it is something that the products could stand out in international scale regarding the competitiveness or has international standards

1.5.4 Purchase Decision

1.5.4.1 Purchase Decision Definition

According to (Hawkins & Mothersbaugh, 2016), the study defined a purchase decision as an early stage of decision that evolve through the starting point in information search until the decision of purchasing. (Kotler et al., 2024), stated that purchase decision is the focal point of the marketer's effort through collectively big data to learning the consumer's paths behind the purchase behavior. (Peter & Olson, 2010) define a purchase decision as a complex process of purchase through make several decisions that involve an alternative choice between two or more actions or behavior.

A person character may be impacted by a community through several connection that affiliated since it is become an inspiration of a person or people to be influenced and then put it on into an action of buying decision based on the consumer trust in factors such as quality, quantity, weight, and security from a certain products attribute (Roy, 2022). According to Schiffman & Wisenblit (2019), consumer decision-making is a process of consumers process and consumer journey where consumers have interactions with brands through three stages with input, process, and output.

1.5.4.2 Decision Making Process

The process of decision making with the component of the model is concerned how consumers make the decisions to understand by the process that considered the influence of the psychological concepts such as motivation, perception, learning personality and attitudes, awareness of choices available, information gathering, and evaluation of alternatives. The process according to (Hawkins & Mothersbaugh, 2016) are includes are as follows:

1. Situational Influence

This occurs when all those factors particular to a time and place that do not follow from a knowledge of the stable attributes of the consumer and the stimulus and that have an effect on current behavior.

2. Problem Recognition

This happen when the result of a discrepancy between a desired state and an actual state that is sufficient to arouse and activate the decision process.

3. Information Search

A process that occurs after problem recognition that involves in a major determinant of the type of decision process consumers engage in. This process is recognized by relevant information from long-term memory is used to determine problem such things as a satisfaction known, the

the characteristics of potential solutions, comparisons of solutions in an appropriate way.

4. Alternatives Evaluation and Selection

Alternative selection also is referred to as consumer choice and, in reality, consumers often are evaluating alternatives for choice even during the search process.

5. Outlet Selection and Purchase

This process the consumers must select a retail outlet from which to make a purchase before, during, or after the consumers searching for the information and selection a brand to purchase

6. Post Purchase Process

Evaluation also can lead to dissatisfaction, which is sometimes associated with complaining, as well as erosion of loyalty, brand switching, and negative word-of-mouth.

1.5.4.3 Purchase Decision Indicators

According from (Hawkins & Mothersbaugh, 2016) literature finding that to measure the purchase decision, in further research will be use the indicator as below:

a. Affective-Based Choice: the decision when a consumer met the consumer's needs with a great impression and it tends more holistic in nature. The evaluation based on immediately emotional response towards the product or service the way the products will make the user feel as the products are used.

b. Attitude-Based Choice: this involve when decision has made with an intuition and triggered by general impression due to unable have time to compared the products which already embedded in the consumer's mind.

c. Attribute-Based Choice: this decision based the comparison on the data and facts with more effortful and time-consuming process. It also involves with attribute-by-attribute comparisons across brands.

1.6 Previously Research

Table 1.4 Previous References Research

No.	Researchers	Title	Variable	Research Result
1.	Selvy Nur Agustin, Dedi Mulyadi, Sungkono (2024)	<i>Pengaruh Desain Kemasan Terhadap Keputusan Pembelian Pada Produk Kosmetik Somethinc</i>	The Influence of Packaging Design on Purchase Decision	Packaging Design Significantly influence Purchase Decision.
2.	Ni Kadek Ayu Wintari & Agus Santoso (2023)	The Influence of Packaging Design, Taste, and Price on Purchasing Decisions of <i>Botol Sosro</i> Tea	The Influence of Packaging Design on Purchase Decision	The Packaging Design doesn't influence on the Purchase Decision on <i>Botol Sosro</i> Tea.
3.	Fitri Anisah & Dewi Noor Susanti (2024)	<i>Pengaruh Cita Rasa, Packaging Design, Brand Association, Dan Healthy Lifestyle Terhadap Keputusan Pembelian Cimory Yogurt Squeeze Pada Masyarakat Kebumen</i>	The Influence of Packaging Design on Purchase Decision	Packaging Design has significantly affected on Purchase Decision.

4.	Yoel David Sampe and Marie Tahalele (2023)	<i>Pengaruh Citra Merek dan Kualitas Produk Terhadap Keputusan Pembelian Smartphone Merek Vivo Pada Toko Bandung Jaya A.Y Patty Ambon</i>	The Influence of Brand Image on Purchase Decision	Brand Image had an influence and explained well on Purchase Decision.
5.	Risfikha Dhela Elfyra and Fullchis Nurtjahjani (2024)	<i>Pengaruh Desain Kemasan dan Kualitas Produk Terhadap Keputusan Pembelian Produk Emina Pada Platform E-Commerce Shopee</i>	The Influence of Packaging Design on Purchase Decision	Packaging Design has significantly influence on purchase decision
6.	Melda Suryani and Mahrinasari MS (2022)	The Influence of Brand Image, Price, and Packaging Design on the Purchase Decision of Pixy Brand Cosmetics (Study on Users in Bandar Lampung)	The Influence of Packaging Design and Brand Image on Purchase Decision	Packaging Design and Brand Image have positive effect on Purchase Decision
7.	Pristanto Ria Irawan, Abdillah, and Taryanto (2022)	<i>Pengaruh Brand Image Terhadap Keputusan Pembelian Pada Home Industry Sandal Kulit Kandangwesi Collection Garut</i>	The Influence of Brand Image on Purchase Decision	Brand Image has a very strong positive influence on the purchasing decision.

8.	Nur Handayani & Ahmad Hidayat Sutawijaya (2024)	Impact of Product Quality and Brand Image on Purchase Decision for LGNSHOP Fashion Products	The Influence of Brand Image on Purchase Decision	Brand Image does not influence Purchase Decision
9.	Rivan Christian Hariyanto & Andi Wijaya (2022)	<i>Pengaruh Brand Ambassador, Brand Image dan Brand Awareness Terhadap Purchase Decision</i>	The Influence of Brand Image on Purchase Decision	Brand Image has a positive but not have significant effect on Purchase Decision.
10.	Joshua David Kiswanto, Harold Hursepuny, Deflin Tresye Nanulaitta, and, Simson Melmambessy (2023)	<i>Pengaruh Citra Merek dan Harga Terhadap Keputusan Pembelian di Kota Ambon</i>	The Influence of Brand Image on Purchase Decision.	Brand Image has a positive effect on Purchase Decision.
11	Hapenan Ye Kris Laoli, Yupiter Mendrofa Kurniawan, Sarotootonafo Zai, Yuterlin Zalukhu	<i>Pengaruh Citra Merek dan Desain Kemasan Terhadap Keputusan Pembelian Konsumen Pada Produk Rifi Gamumu di CV. Wery Group Kota Gunungsitoli</i>	The Influence of Packaging Design and Brand Image on Purchase Decision.	Packaging Design have influence on Purchase Decision but Brand Image does not have any influence on Purchase Decision. Packaging Design and Brand Image play important main role in influencing the consumer decision on purchasing the products

Regarding on the previously research above, this research is analyzed to the specific aspect of packaging design, brand image, and purchase decision. In the previously research done by (Melda, 2022), that the research is related around to brand image and packaging design on the purchase decision through Pixy Brand Cosmetic. Therefore, this research will have several differences of perspectives from another research as follows:

1. This research will be used different brand from above related research, and the brand positioning of the brand market has been different to marketing the brand from previously research.
2. The previously research have also been applied with the brand of Emina Cosmetics and the difference between this research will be using different stores samples, different ways of techniques and measurements, different variables and using recently updated data.
3. The Emina Cosmetics on the variable of packaging design has not been researched before. This research will be adding new perspectives and knowledge on the packaging design.

1.7 Relationship Between Variables

1.7.1 Relationship Between Packaging Design on Purchase Decision

Considering the rapid trends on beauty and care products are based on the segmentation market to targeting its own consumers embodied in consumer behaviors such as the use of the products and its impact. As Solomon (2015) stated that the packaging is reflected by the prevailing social expectations for an individual identity because a product can attract to a certain person through the shape and colors of a package on retailers' shelves because the appearance, taste, texture, or smell of the item influence consumer's perceptions of a particular product. Packaging also prevailing on determining the packaging successor that influences from external and internal factors as a tool for competitive business environment (Rundh, 2009). Such as a subtle factor

as well, symbolism in a brand name or in an advertisement also help the customers to feel, taste, and smell with their eyes. The packaging design could be affected to a purchase decision using a distinctive design on the packaging uniquely based on the consumers' preferences. Therefore, through the packaging design could affect the consumers decisions in buying the products through its products marketing tools (Mohamed et al., 2018).

From the previously research of (Agustin, Selvy Nur., 2024), with the title of *Pengaruh Desain Kemasan Terhadap Keputusan Pembelian Pada Produk Kosmetik Somethinc* found that the results of the packaging design on purchase decision have positive result and significantly influences on Purchase decision.

H1: packaging design has a positive result and significantly influence on purchase decision.

1.7.2 Relationship Between Brand Image on Purchase Decision

Distinct positions or image that occupied in consumers' mind through a brand according to (Schiffman & Wisenblit, 2019), that brand image is the position that have symbolic values for consumers with the products based on the unique benefits that it provides in the products claimed due the brand must represent by provide the core benefit that are unique through the mental position. As stated by (Kotler et al., 2024), brand image is a set of consumers belief and association that may hold for a brand. For this reason, a clear positioning and strong brand image are critical steps to becoming a consumer's final choice. The brand could also affect consumers in determining the qualities of the brand and products over the competitive brands when consumers have to choose it becomes more critical in the perception of the consumers mind (Kim & Chao, 2019).

In the other side, (Hawkins & Mothersbaugh, 2016) finding a suggests that referring to the schematic memory of a brand when people think and feel of hearing or seeing a brand name. Mentioned by (Hendra & Lusiah, 2017), that the consumer perception of a brand who perceived with a positive image, the consumer likely to purchase. This based on the thought of a brand is an associated with an attitude of belief and preferences for a brand because brand image mostly represented the overall perception of a brand which is shaped the information and the experience of a brand previously.

As the previously research from (Suryani & MS, 2022) with the title of The Influence of Brand Image, Price, and Packaging Design on the Purchase Decision of Pixy Brand Cosmetics (Study on Users in Bandar Lampung) suggest that the result found brand image has an influence and well explained on Purchase Decision.

H2: brand image has a positive result and significantly influence on purchase decision

1.7.3 Relationship Between Packaging Design and Brand Image on Purchase Decision

The rapid trends on beauty and care products are based on the segmentation market to targeting its own consumers embodied in consumer behaviors such as the use of the products and its impact. As Solomon (2015) stated that a product meaning is lurking below the surface of the advertising and the packaging are reflected by the prevailing social expectations for an individual identity because a product can attract to a certain person through the shape and colors of a package on retailers' shelves because the appearance, taste, texture, or smell of the item influence consumer's perceptions of a particular product. Based on the finding a suggests from (Hawkins & Mothersbaugh, 2016) that brand image is a marketing activity that referring to the *schematic memory of a brand* when people think and feel of hearing or seeing a brand name in its schematic memory.

In a way of (Brodersen & Manolova, 2008) finding, that packaging design and brand image has a coherence between the brand messages through sent and received messages in the packaging design that communicates its brand identity and the image matched as it messages to the consumer perception of the brand which leads to stronger brand equity. Therefore, (Mohamed et al., 2018) suggest a finding that a packaging design could be effectively used as a marketing tool for both online and offline to push the consumer decision in processing buying the products from a brand. From the previously research of (Melda, 2022) with the title of “The Influence of Brand Image, Price and Packaging Design on the Purchase Decision of Pixy Brand Cosmetics (Study on Users in Bandar Lampung)” found that the result of the packaging design and brand image have positive result and significantly influence on Purchase decision.

H3: packaging design and brand image have positive result and significantly influence on purchase decision.

1.8 Conceptual Definition

In research, conceptual definition is needed to solve problems by giving a general idea in providing a broad overview of the research through each variable. In accordance with (Bougie, 2021) study, it is stated that conceptual definition is a general overview with a clear definition from the previous study to make sure the research understands well by the academic community using the same concept. Theoretically, used as the basis research to help understand the abstract concepts with how are these concepts related to each other before the research is conducted. Therefore, the conceptual definition in this research given as below:

1.8.1 Packaging Design

Based on the finding of (Klimchuk & Krasovec, 2013), packaging design is a bigger picture of the brand through the image because the products could create the relationship between the consumer and the brand.

1.8.2 Brand Image

Brand Image reflects on feelings the consumers hold from the overall products lines and its organization. The consumer perception is affected from the marketing activities and the image of brand that generates major advantages for any good or service (Clow & Baack, 2022).

1.8.3 Purchase Decision

According to (Hawkins & Mothersbaugh, 2016), the study defined a purchase decision as an early stage of decision that evolve through the starting point in information search until the decision of purchasing.

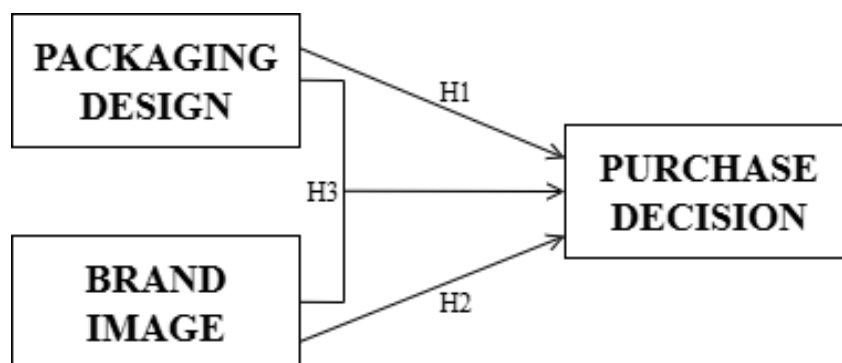
1.9 Hypothesis

Hypothesis formulated and tested statistically aim to give an explanation between two or more variables whether have or not a relationship will explain through opposing hypothesis that exist between the variables has made (Saunders et al., 2023). Adapting from the problem formulation, this research is conducting on the hypothesis as below:

- H1 : Packaging Design has an influence on Purchase Decision of Emina Cosmetic consumer based in Semarang City allegedly
- H2 : Brand Image has an influence on Purchase Decision of Emina Cosmetic consumer based in Semarang City allegedly
- H3 : Packaging Design and Brand Image have significantly influence on Purchase Decision of Emina Cosmetic consumer based in Semarang City allegedly.

In case of the hypothesis is well explained, therefore the overview of the model chart should be insert to illustrated the influence among variables.

Figure 1.11 Hypothesis Model



Annotation:

X₁: Packaging Design (Independent Variable)

X₂: Brand Image (Independent Variable)

Y: Purchase Decision (Dependent Variable)

1.10 Operational Definition

Operational definition helps the researcher to identify the research that will be conducted more accurately by adjusting the previous theoretical studies into designed relative research. Referring to the findings (Ormrod, 2023), an operational definition is a variable adapted by researchers from existing definitions, which is used to identify and determine how the research will be conducted in the study. This definition is designed in the context of a particular study to avoid circular definitions, by understanding the research in depth and evaluating it appropriately. As a result, the operational definition conducted as given below:

Table 1.5 Operational Definition

No	Research Variable	Operational Definition	Indicator
1	Packaging Design (X1)	Based on the finding of (Klimchuk & Krasovec, 2013), packaging design is a bigger picture of the brand through the image because the products could create the relationship between the consumer and the brand.	1. Visibility 2. Legibility 3. Readability 4. Portability (Klimchuk & Krasovec, 2013)
2	Brand Image (X2)	Brand Image reflects on feelings the consumers hold from the overall products lines and its organization. The consumer perception is affected from the marketing activities and the image of brand that generates major advantages for any good or service (Clow & Baack, 2022)	1. Attributes 2. User 3. Application 4. Class 5. International (Clow & Baack, 2022)
3	Purchase Decision (Y)	According to (Hawkins & Mothersbaugh, 2016), the study defined a purchase decision as an early stage of decision that evolve through the starting point in information search until the decision of purchasing	1. Affective-Based Choice 2. Attitude-Based Choice 3. Attributes-Based Choice (Hawkins & Mothersbaugh, 2016)

1.11 Research Methods

According to Hair, Ortinau, et al. (2024), research method is used to collective primary data that are collected using a set of systematic procedures in which researchers question or observe individuals and records the findings. The research is likely involved in a quantitative or qualitative research or both. Research objectives and information requirements are keys to determining the appropriate type of research design for collecting data.

This chapter begins with an overview of a few types of research design as explain in next following discussion.

1.11.1 Research Types

This research will use the explanatory research in a quantitative approach as a measurement type of a research. Explanatory research begins with why or how to explain causal relationships between variables by including comprehensive research questions. This method purposefully easy to understand and explain it well by study a particular situation or a problem. The author must have analyzed preliminary assumptions and hypotheses to provide the basic premises and explanations among the variables (Saunders et al., 2023). This research focuses more on the variables in influencing between the Packaging Design (X_1) and Brand Image (X_2) on Purchase Decision (Y) variables. The independent variables are packaging design and brand image and the dependent variable is purchasing decision.

1.11.2 Population and sample

1.11.2.1 Population

According to (Hair, Ortinau, et al., 2024) population was identified from group of elements with a particular characteristic such as people, products, or even an organization that related to several information studied by the researchers. The conclusion that has been determined by the researchers will be drawn as a representative of population such in a broad and heterogeneous way. Adapted from the study, a consumer who are likely to made a purchase or has been a user of an Emina Cosmetics product in a long time may classified as a population specifically in Semarang City.

In the market of beauty cosmetics, Emina Cosmetics' market in Semarang City is thriving with a large customer base. However, due to the limited respondent pool and the city's extensive geographical scope, this research will utilize a representative sampling approach. This will help author conduct the research more efficiently and get the accurate results through respondents in

Semarang City that has ever buy the Emina products with approximately up to 17 years old who have recognizing the make up or skincare products from Emina Cosmetics.

1.11.2.2 Sample

According to (Hair, 2010), define that the adequacy of the sample based on the number of indicators (question items) used. A sample between 100 to 200 respondents is considered "appropriate sample size" to produce a valid estimate 10 ratio for every 1 indicator (10:1). Emphasize that sample size is very crucial because it has a direct impact on statistical power (statistical power) and the ability to generalize research results which does not refer to one absolute number, but an adequacy ratio that depends on the complexity of the research model. From the theory used in this research it can be seen that the sample size consists of 120 respondents by the sample consist of 12 indicators then times with the ratio of 10 equal to 120 respondents of Emina Cosmetics consumers in Semarang City.

1.11.3 Sampling Collection Techniques

This technique sample on the data collection in this research will be using the non-probability sampling in which samples are drawn based on convenience that are enables a large number of respondents in a sort time and it is commonly used in the early stage of research. The assumption is the individuals' respondents purchase decision at Semarang City are similar to the overall defined target population with regard to the characteristic being studied. It is difficult to accurately assess the representativeness of the sample. Given self-selection and the voluntary nature of participating in the data collection, researchers should consider the impact of nonresponse error when using sampling based on convenience only (Hair, Ortinau, et al., 2024).

This research also will be using purposive sampling which the sample is selected based on the specific characters of the participants in accessing the respondents easily due to this sampling process is the fastest and the cheapest way to collect primary data. However, there is a high possibility that the research results will be biased because the sample does not represent the population as a whole. Research that uses purposive sampling cannot be widely generalized to entire population with a high level of statistical confidence widely generalized to entire population with a high level of statistical confidence.

Therefore, this research will be obtaining a respondent which pulled with the nonprobability through purposive sampling. It is used for a sample in this research that will be taken from the nearby people with asking by private messages and or inside the campus area in related to adjust the criteria as the sample has made. Then the tools that the author used is google form for the respondents could fill as the criteria meet its target. The sample criteria made for this research likely following as below:

1. Minimum up to 17 years and older
2. Semarang City Domiciled
3. Recognizing Emina Cosmetics products
4. Willing to fill this questionnaire

1.11.4 Data Types and Resources

1.11.4.1 Data Types

1. Quantitative Data

The information data types use quantitative data measured and calculated in numerical values to reflects the connections or comparisons that exists within data displayed information in various ways (Hair, Harrison, et al., 2024). This research has got some numbers of Emina Cosmetics' Consumers with the total of 120 respondents processed through smartPLS.

2. Qualitative Data

The types of data using descriptive words and images to analyze the data that have been collected. The qualitative data construct in this research is collected from interview and on-site observation at some cosmetics stores in Semarang City. The phenomenon related to the variables of this research are such as differentiation or transformation of the packaging design and brand image perceptions on the purchase decision of Emina Cosmetics.

1.11.4.2 Data Resources

1. Primary Data

It is an information of collected data specifically for a current research problem or opportunity that are involved in the research design of the researcher's study. Some of the researcher's study are involved designed to collect data such as unstructured data from interviews, questionnaires, or transaction proof which must be organized and grouped into categories for interpretation and understanding. The data was directly from the firsthand sources to address the current research problem. The primary data in this research comes from respondent's response towards the questionnaires in collect the data. The respondent's response in the primary data that have the correlation with the variable of packaging design and brand image on Emina Cosmetics before any consideration to buying or consume of Emina Cosmetics.

2. Secondary Data

It refers to the data that gathered for some other purpose than the immediate study and sometimes it is referred to *desk research* because the data not gathered for the immediate study at hand but for some other purpose. Generally, secondary data consists of the company's overview information that exist among company records, the history of company past business activity, development or any particular business.

To rich the research knowledge, popular sources and scholar sources are helpful to study the relation topics with packaging design, brand image and purchase decision. Then, the result of the previously research that are still relevant to the research that have the correlation with such as packaging design, brand image, and purchase decision as the supporting data. This will be used as the reference of the current research that related to Emina Cosmetics.

1.11.5 Data Collection Techniques

a. Questionnaires

It is a formal framework consisting of a set questions and scales designed to generate primary raw data (Hair et al., 2024). The author collecting the data using a questionnaire from the respondents' responses to collect the supported data with several questions that relate to the respondents' requirements which then converted into raw statistical data.

b. Literature Review

Literature review is a comprehensive examination available information that related to the research topics as in secondary data. It can be helpful because it provides background and contextual information for the current study (Hair et al., 2024). This can be accessed on such as research, books, internet, and journal that it can help clarify and define the research problem and research question in related to basis theory of packaging design, brand image, and purchase decision.

1.11.6 Measurements Scale

The measurements scale that (Hair, Ortinau, et al., 2024) use is one the non-metric measurements scale that the Likert scale is basically an ordinal scale technically, because the number scale is giving score one until six which only show the order levels and the psychological distance cannot be sure the exact same with the score interval. This ordinal scale can only be compared to another with every subject or object relationship in terms of a greater than or less than. Oftentimes Neutral options are results as biased, hence, this research

using one to six orders to balance the uncertainty of biased answers.

Table 1.4 Measurements Scale

Information	Statement	Score
Strongly Disagree	SD	1
Definitely Disagree	DD	2
Slightly Disagree	SID	3
Slightly Agree	SIA	4
Definitely Agree	DA	5
Strongly Agree	SA	6

Source: Hair, Ortinau, et al. (2024)

1.11.7 Data Processing Techniques

a. Editing

It is a process where the raw data are checked for the mistaken data that were taken either by the interviewer or the respondent due to minimize the mistaken data before made into the next step. Because the mistaken data with the wrong format will get error result. By reviewing the research, the problems can be identified with careful check of all questionnaires. Online surveys must verify respondent screening, and open-ended question must be checked and coded if the respondents used. One important task of the editing is to make certain all respondents were asked the proper question.

b. Coding

Coding is a process where the data is involving in grouping and assigning values to various responses from the survey instruments. Coding can be tedious if certain issues are not addressed prior to collecting the data. A well-planned and constructed questionnaire can reduce the amount of time spent on coding and increase the accuracy of the process if it is incorporated into the design of the questionnaires. In coding the data, it is should be Slab prepared ahead of time for open-ended questions. The objectives of the coding process are to reduce the large number of

individual responses to a smaller set of general, yet mutually exclusive categories of answers that can be assigned numerical code.

c. Data Transformation

It is the process of changing the original numerical representation of a quantitative value into another value. Another type of data transformative is reserve scoring. Data transformative is also necessary when several questions have been used to measure a single concept. The original scores have to be combined into a single score. This process is typically changed to avoid problems in the next stage of the data analysis process.

d. Tabulating

Data tabulation referred as a frequency count which means that it is counting the number of responses in categories. The aim of this approach is to run the tabulation of all survey questions so responses can be examined for completeness and accuracy. The information is then tabulated and the data analyzed from the table. This help to accomplish the task that set out to achieve, such as describing the phenomena, or quantifying the data and automatic tabulation of result is possible as in the table form.

1.11.8 Research Instruments

Research instruments are discussing the method that are going to be used in the research by collection the method data, this also including the various types of scales (Hair et al., 2024). In this research, it is obtained with a system that collecting information through a form that allow researcher to collect through quantitative or qualitative data on research in a large number of respondents and are typically arranged into self-administrated questionnaires completed by the respondents oneself either through a paper or the computer (Sekaran & Bougie, 2016). This research will be done with a questionnaire for the respondents which was closed questionnaires survey. This was directed at Emina Cosmetics consumers specifically in Semarang City and the respondent

needed to choose the answer choices given by the author and the respondents also have to explain the reason regarding the packaging design, brand image, and purchase decision.

1.11.9 Data Analysis Techniques

This research needed to analyze and test the hypothesis on the data in order to be made easy an author to answer based in the research topic. Therefore, the analysis technique based on this research has made into following below:

1. Qualitative Analysis

The process of the analysis in qualitative is more consists of text, voice, and images which are represented the unstructured data without a predefined numerical value that requires some type of coding prior to analysis. This method is used a deliberate, thoughtful, and knowledgeable approach increases the likelihood of good research towards packaging design, brand image, and purchase decision. This means that the data is analyzed and separated into categories or groups as it is collected, which may affect further data collection efforts in terms of who is sampled and what questions are asked (Hair et al., 2024).

2. Quantitative Analysis

This analysis based on the data analysis which the interpretation of the data is collected using traditional methods such as interviews, direct mail, and drop-off must be converted to an electronic format data analysis Online survey data file may be recorded in Microsoft Excel format but must converted to SEM-PLS format for data analysis (Hair, Ortinau, et al., 2024). Therefore, the statistical analysis used in this research topic in quantitative analysis information with the partial least square methods.

1.11.10 Partial Least Square

From the method of SEM-PLS, (Hair et al., 2017), using the method of statistical analysis with Partial Least Squares (PLS) which is proper for data analysis in a smaller sample than most of any types of data analysis. To select the alternatives, the combination of approaches or any of these approaches of decisions to use requires the judgement of both research experts and companies internal because this partial least square (PLS) helps the researchers to determine the meaningful relationship between the variables as an extension of multiple regression in a statistical method.

1.11.11 Measurement Model Test (Outer Model)

In Outer Model, (Hair et al., 2019) mention that to measuring the construct is through the relationships between the six constructs and the multiple variables of the questions. A measurement with some tests of variable with validity test (convergent and discriminant) and reliability test. The test is done in a way that the results would be more valid and reliable. The function of this test is to ensure that the measuring instrument used is really accurate and consistent.

1.11.11.1 Convergent Validity Test

According to (Hair et al., 2024), that to use SEM-PLS test the validity is using a software program like SmartPLS measure the indicators in one interrelated variable whereas the same variable was gathered. The standard used by Hair is $\geq 0,708$ with check the loading value of each question/indicator in outer loadings. When the number of the outer loading between 0,40 – 0,70 better do not erase immediately but when the action could improve the AVE value or Composite Reliability above the thresholds the outer loading can be erased. The Average Variance Extracted standard by Hair must have $> 0,50$ whereas the variables are able to explain more than 50% variations from each indicator.

1.11.11.2 Discriminant Validity Test

Discriminant validity based on (Hair et al., 2017), aim to measure on the construct durability or a construct that much different from any other construct in research model to proof that the variables aren't collide or overlap with another variables. The methods are recommended from the theory of Hair using Fornell-Larker Ratio and the HMTM (Heterotrait-Monotrait Ratio) with the limit thresholds measurement is if the value has < 0.85 then the validity of discrimination is excellent (conservative) and if the value has liberal or maximum < 0.90 at the highest tolerance limit between two constructs, then the discriminatory validity remains valid or acceptable.

1.11.11.3 Reliability Test

Reliability test using SEM-PLS by (Hair et al., 2019) to ensure that the indicators are showing consistently and stable construct. This standard often used as the main references for researchers to measure the indicators which has established with the Cronbach's alpha with general standard is ≥ 0.70 acceptable when $0.60 - 0.70$ is still acceptable and < 0.60 is considered as less acceptable or less reliable. Therefore, if the Cronbach's alpha number showing more than 0.70 then the reliability deemed to meet the standard and is acceptable.

1.11.12 Structural Measurement Model (Inner Model)

According to (Hair et al., 2019), that the inner model are the five structural relationships that have single-headed arrows between the six constructs in the path model. It is a structural model that the measurement using a test with several tests such as determination coefficient, path coefficient t-test and p-value, and original sample, then criteria success with predictive relevance and effect size.

1.11.12.1 Determinant Coefficient (R^2)

The coefficient of determination comes after the number of coefficients r is being square or r^2 in one variable accounted for by another which the coefficient of determination number range varies from 0.0 to 1.0 then measured number can be thought of as a percentage. The range number closer to 1.00, meaning that the stronger it gets to be examined in the linear relationship between two variables that have larger size from coefficient of determination. This measurement aims to measure the range of accumulation of many numbers of the independent variables that is good enough to be explained or predicted the various of the dependent variable (Hair et al., 2017).

1.11.12.2 Path Coefficients

Path coefficient is using a bootstraps procedure to measure the values of the relationship between the variables and the standard resulting from structural model estimation in SEM that has value range between -1 to +1 which means that the value can be compared between paths even though the variables have different measuring scale. The path coefficient is measured within t-Value and P-Value to determine the significance value relationship.

Probability value according to (Hair et al., 2017), is that the probability values is an indicator of the level of significance used to determine whether a hypothesis is supported by empirical data or not. Meanwhile, the t value is from the t distribution with degree of freedom (df) that the final calculation statistical of the test are free to vary. This is to determine the average differences between two variables data for significance testing. The empirical t value is above 1.96 and path coefficient is significantly different zero at significant level of 5%, this implies that the p value must be smaller than 0.05, commonly researchers use a significant level of 10% and it set to 1% when the researchers are very strictly to render the relationship under consideration significant.

1.11.12.3 Predictive Relevance (Q^2)

Predictive relevance measures a statistical model on what extent the values can predict new outcomes by assessing its predictive accuracy with particularly in Partial Least Squares (PLS) path modeling in which as part of the structural model evaluation criteria. To measure this research, the predictive relevance according to (Hair et al., 2017), using rule of thumb through blindfolding procedures that systematically some data points are deleting and re-estimated by the model due treat it as lost data. To interpret the value of Q^2 as below:

$0 < Q^2 \leq 0.25$ has small relevance, $0.25 < Q^2 \leq 0.50$ has medium relevance and $Q^2 > 0.50$ has large relevance because if the Q^2 value is 0 or negative then the predictive relevance considered as not relevant or less relevance.

1.11.12.4 Effect Size (f^2)

Effect size is use for assessing the relative contribution of an independent variable (exogenous) to a dependent variable (endogenous). This values from the rule of thumb that calculated by comparing the R^2 value when both variables included and excluded. Based on the interpretation effects, if the f^2 is less than 0.02 then the value considered has no effects. If the values are $0.02 \leq f^2 < 0.15$ the value has significant relatively small effect, then if the value is $0.15 \leq f^2 < 0.35$ the variable value has significant contribution but there is still another dominant factors. And the value with $f^2 \geq 0.35$ has significant very strong influence practically.