

ADVERTISING AND PACKAGING ANALYSIS OF GUDANG GARAM CIGARETTE PURCHASES

Maharani Eka Putri

Faculty of Economics and Business,
University of Singaperbangsa Karawang,
Jl. HS.Ronggo Waluyo, Puseurjaya
Kec. Telukjambe Tim, Kab. Karawang,
Jawa Barat, Indonesia
maharaniekaputri59@gmail.com

Asep Muslihat

Faculty of Economics and Business,
University of Singaperbangsa Karawang,
Jl. HS.Ronggo Waluyo, Puseurjaya
Kec. Telukjambe Tim, Kab. Karawang,
Jawa Barat, Indonesia
asep.muslihat@staff.unsika.ac.id

Abdul Yusuf

Faculty of Economics and Business,
University of Singaperbangsa Karawang,
Jl. HS.Ronggo Waluyo, Puseurjaya
Kec. Telukjambe Tim, Kab. Karawang,
Jawa Barat, Indonesia
abdul.yusuf@staff.unsika.ac.id

ABSTRACT

This study aims to determine, analyze and explain how much influence advertising and packaging have on purchasing decisions on Gudang Garam cigarettes in Karawang Regency. This research is useful as one of the considerations and reference material on how certain factors influence the purchasing decision of Gudang Garam Cigarette Products. The method used in this research is descriptive and verification research method with a quantitative approach. This research was conducted on Gudang Garam cigarette consumers in Karawang Regency. The population in this study found 13,309,339 people. The sample in this study collected 400 respondents the incident sampling technique. The results showed that there was a partial or simultaneous influence between advertising and packaging on the decision to purchase Gudang Garam cigarettes in Karawang Regency.

Keywords: Advertising; Packaging; Purchase Decision.

INTRODUCTION

The Tobacco Products Industry or Cigarette Industry is certainly one industry that has many pros and cons in it. This is inseparable from the dangers of consuming cigarettes, which can be a source of various health problems such as cancer, heart disease, and respiratory problems for active and passive smokers because they contain many toxic substances.

According to WHO, Indonesia is the third country with the largest number of smokers in the world after China and India. The increase in cigarette consumption has an impact on the higher burden of disease caused by smoking and the increase in the death rate of cigarettes. In 2030 it is estimated that the mortality rate of smokers in the world will reach 10 million people and 70% of them come from developing countries including Indonesia which reaches 46.16% (Information Ministry of Health RI, 2018).

Smoking habit in Indonesian society is one of the health problems. Premature deaths from tobacco usually occur an average of years before life expectancy is reached. Generally, tobacco-related diseases take a long time after smoking behavior begins, so the epidemic of tobacco-related diseases and the number of deaths in the future may continue to rise. (Information Ministry of Health RI, 2018)

PT. Gudang Garam, Tbk is a leading kretek cigarette producer which is synonymous with Indonesia, which is one of the world's spice trading centers. PT. Gudang Garam, Tbk was founded by Surya Wonowidjojo in Kediri, East Java in 1958. Based on Nielsen's market research, at the end of 2018 Gudang Garam had a domestic cigarette market share of 23.1% with products that were widely known by the public. throughout the archipelago.

Seeing the success achieved by the Gudang Garam International and Gudang Garam Surya brands in the filter kretek cigarette category in the last three years, the efforts of PT. Gudang Garam. Tbk continuously strives to meet consumer needs and desires, especially for consumers who smoke. And perhaps with this Gudang Garam International brand, it has been able to attract the attention of consumers and consumers' desires so that consumers consume their products.

The process by which the consumer knows the problem seeks information about the problem and evaluates how effective each alternative is so that it can solve the problem, which then leads to a purchase decision. Studying and analyzing consumer behavior and the environment will have a good impact on the company's plans. So that potential consumers can find out the factors that are considered, one effective way is to see the advertisements displayed on television media. (Fandy Tjiptono, 2014:21)

One form of promotion that is popular and carried out by almost every company is advertising. Advertising for cigarette products regulated through Permenkes No. 28 of 2013 the government is trying to control the impact of cigarette advertising on the younger generation. Advertising restrictions will be imposed in all print and electronic media. In the Minister of Health, it is stated that television advertising is limited to 21.30 in the evening until 05.00 in the morning. As for information technology media, access is only for those over 18 years old. Advertisements also may not display the form of cigarettes, include

product names as cigarettes, suggest cigarettes, use misleading sentences, display children, teenagers, pregnant women, or cartoon characters.

Gudang Garam in television commercials often features a young man who is full of creativity, innovation, and thinking to always think ahead with his beliefs. This is like the Gudang Garam Signature advertisement which is famous for its slogan "Yes You Can". Not to forget also the typical slogan of the salt warehouse, namely "Men Have Tastes".

Visual appeal plays a very important role in packaging design in attracting the attention of consumers to a product. (Dhiya'u Shidiqy, 2016). The packaging design in the Gudang Garam product packaging itself has an easily recognizable feature, namely the words Gudang Garam or GG along with a picture of a building that reflects a warehouse according to the name of the product. On the packaging some slogans and writings and pictures show the dangers of smoking, this is following Government Regulation Number 109 of 2012 concerning the safety of materials containing addictive substances in the form of tobacco products for health and the regulation of the Minister of Health (Permenkes) Number 28 of 2013 concerning the inclusion of health warnings and information health on cigarette packaging or packs.

Based on the introduction above, the researcher is interested in taking the title of the influence of advertising and packaging on the purchase of Gudang Garam cigarettes in the Karawang Regency.

Formulation of The Problem

Based on the discussion above, the formulation of the problem in this study is as follows:

1. How big is the correlation between advertising and packaging on Gudang Garam Cigarettes?
2. How big is the partial effect of advertising and packaging on purchasing decisions on Gudang Garam cigarettes in the Karawang Regency?
3. How big is the simultaneous influence between Advertising and Packaging on Purchase Decisions on Gudang Garam Cigarettes in Karawang Regency?

Writing Purpose

The objectives to be achieved from this research are as follows:

1. To find out, analyze and explain how big the correlation between Advertising and Packaging on Gudang Garam Cigarettes is.
2. To find out, analyze and explain how big the partial effect of Advertising and Packaging on Purchasing Decisions on Gudang Garam Cigarettes in Karawang Regency.

3. To find out, analyze and explain how big the simultaneous influence of Advertising and Packaging on Purchasing Decisions on Gudang Garam Cigarettes in Karawang Regency.

LITERATURE REVIEW

Advertisement

According to Kotler and Keller (2013: 202). defines advertising as any paid form of non-personal presentation and promotion of ideas goods, or services by an identified sponsor.

The primary purpose of advertising is to sell or increase the sale of goods, services, or ideas. There are activities advertising often results in an immediate sale, although many new sales also occur at a later date. On the other hand, the real purpose of advertising is to provide effective communication. (Susi & Afrizal, 2019:5)

Packaging

According to Kotler (2013: 368) are all activities of designing and producing containers for products. Smith & Taylor in Mega and Rufoff (2017: 76) argue that there are six variables that producers and designers must pay attention to when making packaging, namely shape, size, color, graphics, materials, and taste.

Buying decision

According to Fandy Tjiptono (2014: 21), the purchase decision is a process where consumers know the problem, seek information about the problem, and evaluate how effective each alternative is so that it can solve the problem, which then leads to a purchase decision.

There are three purchasing decision processes: a lengthy process, a limited process, and a routine process. The long and limited process can be said to be an incidental purchase, that is, it is only purchased once or occasionally. (Ma'ruf, 2014:61-62)

Hypothesis

The Relationship between Advertising and Packaging on Gudang Garam Cigarettes in Karawang Regency.

Advertising and packaging are some of the marketing strategies that influence purchasing decisions on cigarette products today. Consumers do not only respond to the products or services provided when making purchasing decisions, but consumers also respond to the product in total. Based on research conducted by Indahing Nur (2019) there is a relationship between advertising and packaging.

The Partial Effect of Advertising and Packaging on Purchase Decisions on Gudang Garam Cigarettes in Karawang Regency

The influence of television advertising is an impact or effect that appears on advertisements on TV, the Internet, billboards, posters, banners, and brochures. Advertising is an inducement that is conveyed to a consumer by giving reasons and convincing good prospects, where the reaction is expected to be able to accept the product. Based on research conducted by Indahing (2019) that advertising variables can significantly influence consumer purchasing decisions.

Today's packaging is not only for holding contents together and protecting goods as they are moved through distribution channels but also as a container for promoting a product and making it easier and safer to use. (Mega and Rudoff, 2017:77) Based on research conducted by Taat Kuspriono (2017) that packaging variables can significantly influence consumer purchasing decisions.

The Simultaneous influence of Advertising and Packaging on Purchase Decisions on Gudang Garam Cigarettes in Karawang Regency.

Every company does every way to attract consumers so that consumers decide to buy goods for the services offered. Advertising and Packaging are important factors that can influence consumer purchasing decisions. Based on research conducted by Indahing Nur (2019), the results show that there is a simultaneous influence between the attractiveness of advertisements on the purchasing decision of Frisian Flag condensed milk.

RESEARCH METHODS

The method used in this research is descriptive and verification research method with a quantitative approach. This research was conducted on Gudang Garam cigarette consumers in Karawang Regency. The population in this study amounted to 13,309,339 people. Calculation of the sample in this study totaling 400 respondents with incidental sampling technique. Incidental sampling is a technique of determining the sample based on chance, namely the respondent coincidentally meets the researcher and is suitable to be used as a data source.

According to Sugiono (2017: 147), descriptive analysis is used to analyze data by describing or describing the data that has been collected as it is without intending to make generally accepted conclusions or generalizations.

The verification analysis intends to find out the results of research related to the influence of advertising and packaging on the decision to purchase the Gudang Garam cigarette brand in Karawan Regency. Verification analysis in this study includes path analysis and hypothesis testing.

RESULTS & DISCUSSION

Descriptive Analysis

Advertisement on Gudang Garam Cigarettes in Karawang Regency

Based on respondents' responses to advertisements on Gudang Garam Cigarettes in Karawang Regency, the recapitulation of advertising variables can be seen table below.

Table 1. Recapitulation of Advertising Variables

No	Dimension	Total	Criteria
1	Exposure	1.428	Good
2	Attention	1.344	Pretty good
3	Understanding	1.183	Pretty good
4	Reception	1.218	Pretty good
	Total	5.173	
	Average	1.293	Pretty good

Source: Data Processing, 2022

Based on table above, a total score of 5,173 was obtained, and with an average of 1,293, it was in the Sufficient Agree to criteria, meaning that the Gudang Garam cigarette product advertisement in Karawang Regency was running quite well.

Gudang Garam Cigarette Product Packaging in Karawang Regency

Based on respondents' responses regarding the packaging of Gudang Garam cigarettes in the Karawang Regency, the recapitulation of packaging variables can be seen table below.

Table 2. Recapitulation Variables of Packaging

No	Dimension	Total	Criteria
1	Design of Wrapper Natural Resources	1,430	Interesting
2	Packaging Color	1,261	Quite interesting
3	Printed Material	1,371	Interesting
4	Printed Information	1,274	Quite interesting
5	Innovation	893	Not attractive
	Total	6,229	Quite interesting
	Average	1,245	Quite interesting

Source: Data Processing, 2022

Based on table above, a total score of 6,229 is obtained and with an average of 1,245, it is in the criteria of quite agree, meaning that the packaging of Gudang Garam Cigarette Products in Karawang Regency is Quite Interesting.

Purchase Decision on Gudang Garam Cigarette Products in Karawang Regency

Based on respondents' responses regarding purchasing decisions on Gudang Garam Cigarettes in Karawang Regency, the recapitulation of purchasing decision variables can be seen table below.

Table 3. Recapitulation of Variables Purchase Decision

No	Dimension	Total	Criteria
1	Product Choice	1.382	Good
2	Brand Choice	1.181	Pretty good
3	Dealer Choice	1,448	Good
4	Purchase Amount	1.377	Good
5	Purchase Time	1.135	Pretty good
6	Payment method	1.385	Good
	Total	7.909	Pretty good
	Average	1.318	Pretty good

Source: Data Processing, 2022

Based on table above, a total score of 7,909 is obtained and the average obtained is 1,318 which is in the Sufficient Agree to criteria, meaning that the decision to purchase Gudang Garam Cigarette Products in Karawang Regency is quite good.

Path Analysis

The Relationship of Advertising with Gudang Garam Cigarette Product Packaging in Karawang Regency

The relationship between the two independent variables can be presented in the table:

Table 4. Correlation of Advertising and Packaging

Correlations			
		ADVERTISEMENT	PACKAGING
ADVERTISEMENT	Pearson Correlation	1	.502**
	Sig. (2-tailed)		.000
	N	400	400
PACKAGING	Pearson Correlation	.502**	1
	Sig. (2-tailed)	.000	
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Data Processing, 2022

Based on table 4 shows the relationship of variables, it can be seen that the correlation between advertising and packaging is 0.502. This value states that for every 1% addition of the value of the ad, the value of the packaging will increase by 50.2%. The relationship between X1 and X2 is described as follows.

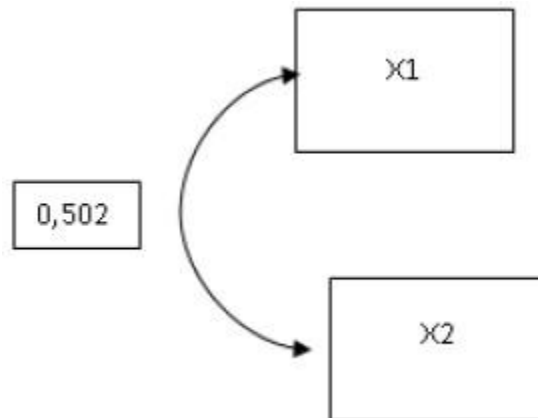


Figure 1. Relationship between advertising and packaging of Gudang Garam cigarette products in Karawang Regency

From the results of the correlation analysis of the two variables, a correlation of 0.502 was obtained. So it can be concluded that the relationship between advertising and packaging is correlated with each other and has a relationship with moderate criteria.

The Effect of Advertising on the Purchase Decision of Gudang Garam Cigarette Products in Karawang Regency

Based on the results of data processing with analysis of the path of advertising on purchasing decisions. The results of the analysis can be obtained in the table below.

Table 5. Path Analysis Coefficient of Advertising Effect on Purchase Decisions

Model		Standardized Coefficients	t	Sig.
		Beta		
1	(Constant)		7,924	.000
	Advertising	.527	12.844	.000

Source: Data Processing, 2022

Based on table the path coefficient for the Advertising variable on the Purchase Decision is 0.527. So that the equation $Y = 0.527 X_1$ is obtained. This value states that for every 1% increase in advertising, the value of the Purchase Decision will increase by 0.527 while the path coefficient of the advertising variable on purchasing decisions is described as follows.

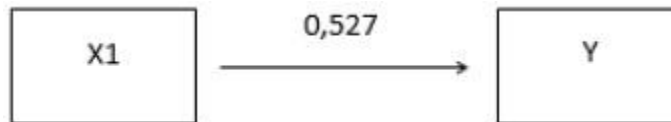


Figure 2. The Effect of Advertising on Purchase Decisions

Based on Figure 2 above, the direct influence of advertising on purchasing decisions can be calculated using the coefficient of determination formula as follows:

$$\begin{aligned}
 CD &= r^2 \times 100\% \\
 &= 0,527^2 \times 100\% \\
 &= 27.7\%
 \end{aligned}$$

Based on the calculation above, the direct effect of advertising on purchasing decisions is 27.7%.

The Effect of Packaging on the Purchase Decision of Gudang Garam Cigarette Products in Karawang Regency

Based on the results of data processing with analysis of the packaging path to the Purchase Decision. The results of the analysis can be obtained in the table below.

Table 6. Coefficient of Path Analysis of the Effect of Packaging on Purchase Decisions

Model		Standardized Coefficients	T	Sig.
		Beta		
1	(Constant)		7,924	.000
	PACKAGING	.276	6,729	.000

Source: Data Processing, 2022

Based on the path coefficient table $Y = 0.276 X_2$. This value states that for every 1% addition of packaging, the value of purchasing decisions will increase by 0.276 while the path coefficient of the packaging variable on purchasing decisions is described as follows.

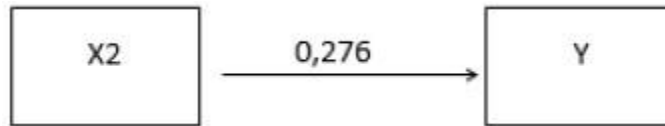


Figure 3. The Effect of Packaging on Purchase Decisions

Based on the picture above, the influence of packaging on purchasing decisions can be calculated using the coefficient of determination formula as follows:

$$\begin{aligned}
 CD &= r^2 \times 100\% \\
 &= 0,2762 \times 100\% \\
 &= 7.6\%
 \end{aligned}$$

Based on the calculation above, the direct influence of packaging on purchasing decisions is 7.6%.

The Effect of Advertising and Packaging on the Purchase Decision of Gudang Garam Cigarette Products in Karawang Regency.

Simultaneous Effects of Advertising and Packaging on Purchase Decisions can be seen table below.

Table 7. Effect of Advertising and Packaging on Product Purchase Decisions

Variable	Path Coefficient	Direct Influence	Indirect Influence		Sub Total Effect
			X1	X2	
Advertisement	0.527	0.277	-	0.071	0.348
Packaging	0.276	0.071	0.071	-	0.147
Total Influence					0.495

Source: Data Processing, 2022

Based on table above, shows that the total effect of advertising and packaging variables on purchasing decisions is 0.495 or 49.5%. The other influences outside the model are $1 - 0.495 = 0.505$ or 50.5%.

Hypothesis test

The Relationship of Advertising with Gudang Garam Cigarette Product Packaging in Karawang Regency

Hypothesis testing between Advertising and Packaging variables can be calculated by t-test using the formula (Sugiyono 2014: 184) as follows:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

$$t = \frac{0,502\sqrt{400-2}}{\sqrt{1-0,502^2}}$$

$$t = \frac{0,502 (19.94)}{0,864}$$

$$t = 11.58$$

The results of the above processing found a t count of 11.58. With $\alpha = 5\%$ and degrees of freedom $= n-2 = 400-2 = 398$, then based on the t distribution table, the t-table value is .1.965. The decision is that H_0 is rejected and H_1 is accepted, so it can be concluded that Advertisement has a significant effect on Packaging.

Advertising and packaging are some of the marketing strategies that influence purchasing decisions on cigarette products today. Consumers do not only respond to the products or services provided when making purchasing decisions, but consumers also respond to the product in total.

The results of this study are in line with the results of research conducted by Indahing Nur (2019), the results of the study show that there is a relationship between advertising and packaging.

The Partial Effect of Advertising on the Purchase Decision of Gudang Garam Cigarette Products in Karawang Regency

The effect of advertising partially on Purchase Decision through statistical testing as follows:

$H_0: \beta = 0$: There is no effect of advertising on purchasing decisions.

$H_a: \beta \neq 0$; There is an effect of advertising on purchasing decisions

Test criteria = Reject H_0 if sig. < α or t count > t table

Table 8. Partial Effect of Advertising on Purchase Decisions

Model		Standardized Coefficients	T	Sig.
		Beta		
1	(Constant)		7,924	.000
	Advertising	.527	12.844	.000

Source: Data Processing, 2022

The partial effect of X1's Ad on Purchase Decision Y with a significant level (α) = 5% and degrees of freedom = $n - 2 = 400 - 2 = 398$, so based on the distribution the t table value is 1.965. From the table above, it shows that t count = 12.844 and sig. 0.000.

So the decision is that H_0 is rejected, H_1 is accepted, so it can be concluded that advertising partially has a significant effect on Y's Purchase Decision.

The influence of television advertising is an impact or effect that appears on advertisements on TV, the Internet, billboards, posters, banners and brochures. Advertising is an inducement that is conveyed to a consumer by giving reasons and convincing good prospects, where the reaction is expected to be able to accept the product.

The results of this study are in line with research conducted by Indang (2019) that advertising variables can significantly influence consumer purchasing decisions.

The Partial Effect of Packaging on the Purchase Decision of Gudang Garam Cigarette Products in Karawang Regency

The partial influence of Packaging on Purchase Decision through statistical testing as follows:

H0: $\beta_2 = 0$: There is no influence of Packaging on the Purchase Decision.

H1: $\beta_2 \neq 0$: There is an effect of Packaging on Purchase Decisions.

Test criteria = Reject H0 if sig. or t count > t table

Table 9. Partial Effect of Packaging on Purchase Decisions

Model		Standardized Coefficients	T	Sig.
		Beta		
1	(Constant)		7,924	.000
	PACKAGING	.276	6,729	.000

Source: Data Processing, 2022

For the partial effect of Packaging X2 on Purchase Decision Y with a significant level (α) = 5% and degrees of freedom = $n - 2 = 400 - 2 = 398$, then based on the t distribution table, the t table value is 1.965. From the table above, it shows that t count = 6729 and sig. 0.000.

This shows the value of sig. (0.000) (0.05) and t count > t table. So the decision is that Ho is rejected, H1 is accepted, so it can be concluded that the package partially has a significant effect on Purchase Decision.

Based on the opinion of Mega and Rudoff (2017: 77) Packaging today is not only to hold the contents together and protect goods when moved through distribution channels but also as a container to promote a product and make it easier and safer to use.

The results of this study are in line with research conducted by Taat Kuspriono (2017) that the packaging variable can significantly influence consumer purchasing decisions

The Effect of Simultaneous Advertising and Packaging on the Purchase Decision of Gudang Garam Cigarette Products in Karawang Regency

The effect of Advertising and Packaging simultaneously on Purchase Decision through statistical testing as follows:

H0: $\beta_2 = 0$: There is no effect of Advertising and Packaging on Purchase Decisions.

H1: $\beta_2 \neq 0$: There is an effect of Packaging Advertising on Purchase Decisions.

Test criteria = Reject H0 if sig. or f_count > f_table

Table 10. Simultaneous Effects of Advertising and Packaging on Purchase Decisions

ANOVA					
Model		df	Mean Square	F	Sig.
1	Regression	2	3813,866	198,737	.000b
	Residual	397	19,191		
	Total	399			
a. Dependent Variable: PURCHASE DECISION					
b. Predictors: (Constant), PACKAGING, ADVERTISING					

Source: Data Processing, 2022

Based on table above shows that the value of sig. (0.000) (0.5) and Fhitung Ftable (198.737 0.051). So the decision is that Ho is rejected, so it can be concluded that the Advertisement and Packaging simultaneously have a significant effect on Purchase Decision.

Every company does every way in attracting its consumers so that consumers decide to buy goods for the services offered. Advertising and Packaging are important factors that can influence consumer purchasing decisions.

The results of this study are in line with research conducted by Indahing Nur (2019). The results of the study show that there is a simultaneous influence between the attractiveness of advertising on the purchasing decision of Frisian Flag condensed milk.

CONCLUSION

Some things that the author usually concludes are that advertising partially influences the decision to purchase Gudang Garam cigarettes in Karawang Regency with an influence of 27.7%. While the packaging partially influences on the decision to purchase Gudang Garam cigarettes in Karawang Regency with an effect of 7.6%. There is a significant relationship between advertising and packaging of Gudang Garam cigarettes in Karawang Regency with moderate criteria. The simultaneous influence of advertising and packaging on the decision to purchase Gudang Garam cigarettes in Karawang Regency is 49.5%, while the remaining 50.5% is influenced by other variables not examined.

SUGGESTION

This research is expected to increase the company's promotions that are more creative and innovative, such as utilizing social media, brand ambassadors, and also door prizes that will increase sales volume. The company is expected to improve in terms of packaging quality to make it more attractive, such as adding a mix of bright and striking colors to get attention in the minds of potential consumers.

REFERENCES

- [1] Kementerian Kesehatan RI. (2018). Infodatin Hari Tanpa Tembakau Sedunia. Jakarta: Pusdatin Kemenkes
- [2] Kotler & Keller. (2013). Manajemen Pemasaran. Edisi 13 Jilid 1 & 2. Alih bahasa oleh Bob Sabran. Jakarta: Indeks
- [3] Kuspriono, Taat. (2017). Pengaruh Promosi Online dan Kemasan Terhadap Keputusan Pembelian Kosmetik Merek Sariayu Martha Tilaar. *Jurnal Manajemen*. AMIK BSI Jakarta. Vol. 17
- [4] Ma'ruf, Hendri. (2014). Pemasaran Ritel. Jakarta: PT. SUN
- [5] Mega & Rudoff. (2017). Pengaruh Promosi Dan Kemasan Terhadap Keputusan Pembelian Produk Chitato Yang Dimediasi Oleh Brand Awareness. *Jurnal Manajemen Bisnis*, vol. 12.
- [6] Nur , Indahing. (2019). Pengaruh Kemasan Dan Daya Tarik Iklan Terhadap Keputusan Pembelian Susu Kental Manis Frisian Flag (Studi Pada Konsumen Susu Kental Manis Frisian Flag Di Giant Maspion Square Surabaya). *Jurnal Manajemen*. Universitas Negeri Surabaya. Vol. 7
- [7] Peraturan Pemerintah Nomor 109 Tahun 2012 Tentang Pengamanan Bahan Yang Mengandung Zat Adiktif Berupa Produk Tembakau Bagi Kesehatan.
- [8] Permenkes No. 28 Tahun 2013 Tentang Pencantuman Peringatan Kesehatan dan Informasi Kesehatan pada Kemasan Produk Tembakau
- [9] Shidiqy, D. U. (2016). Pengaruh Penggunaan Peringatan Visual Dalam Desain Kemasan Terhadap Keputusan Pembelian Dengan Respon Emosional Sebagai Variabel Pemediasi (Studi Kasus Pada Pembeli Rokok Sampoerna a Mild Di Warung Kopi Waris Tulungagung). *Ekonomi Bisnis*. Vol 21
- [10] Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
- [11] Susi, Syafrizal. (2019). Pengaruh Harga, Kemasan, Dan Iklan Terhadap Keputusan Pembelian Minute Maid Pulpy Orange Pada Siswa Sma Negeri 1 Medan. *Jurnal Manajemen Universitas Sumatera Utara*
- [12] Tjiptono, Fandy. (2014). Pemasaran Jasa Prinsip, Penerapan dan Penelitian. Yogyakarta: CV. Andi

