

RINGKASAN

Penelitian ini bertujuan untuk mengetahui pengaruh dari: (1) warna kemasan terhadap purchase intention pada produk Frisian flag, (2) atribut sensorik terhadap purchase intention pada produk Frisian flag, (3) olfactory terhadap purchase intention pada produk Frisian flag, (4) mediasi customer perceived value antara kemasan warna terhadap purchase intention pada produk Frisian flag, (5) mediasi customer perceived value antara sensory attribute pada purchase intention pada produk Frisian flag, (6) memediasi nilai yang dirasakan pelanggan antara penciuman atas niat beli produk Frisian flag

Penelitian ini termasuk penelitian kuantitatif. Populasi dalam penelitian ini adalah konsumen Frisian Flag. Sampel yang digunakan adalah purposive sampling dengan membeli produk Frisian Flag selama tiga sampai lima bulan terakhir. Ada 280 konsumen Frisian Flag dan juga berniat membeli Frisian Flag

Berdasarkan hasil penelitian dan analisis yang dilakukan dengan menggunakan bantuan PLS menunjukkan bahwa: 1) Warna kemasan berpengaruh positif terhadap niat beli, 2) Sensory Attribute berpengaruh positif terhadap niat beli, 3) Olfactory berpengaruh positif terhadap niat beli, 4) Warna kemasan terhadap niat beli melalui nilai yang di dapatkan konsumen berpengaruh positif sebagai variable mediasi, 5) Sensory Attribute terhadap niat beli melalui nilai yang di dapatkan konsumen berpengaruh positif sebagai variable mediasi, 6) Olfactory terhadap niat beli melalui nilai yang di dapatkan konsumen berpengaruh positif sebagai variable mediasi

SUMMARY

This study aims to determine the effect of: (1) package color on purchase intention on Frisian flag product, (2) sensory attribute on purchase intention on Frisian flag product, (3) olfactory on purchase intention on Frisian flag product, (4) the mediating customer perceived value between colour package on purchase intention on Frisian flag product, (5) the mediating customer perceived value between sensory attribute on purchase intention on Frisian flag product, (6) the mediating customer perceived value between olfactory on purchase intention on Frisian flag product

This research includes quantitative research. The population in this study are Frisian Flag consumer. The sample used is purposive sampling with buy Frisian Flag product during the last three until five months. There are 280 Frisian Flag consumers and also intend to buy Frisian Flag dairy products.

Based on the results of research and analysis carried out using the help of PLS shows that: 1) Packaging color has a positive effect on purchase intent, 2) Sensory Attribute has a positive effect on purchase intent, 3) Olfactory has a positive effect on purchase intent, 4) Packaging color on purchase intention through the value obtained by consumers has a positive effect as a mediation variable, 5) Sensory Attribute on purchase intention through the value obtained by consumers has a positive effect as a mediation variable, 6) Olfactory on purchase intention through the value obtained by consumers has a positive effect as a mediating variable.