

**THE RELATIONSHIP BETWEEN PACKAGE REDESIGN AND  
PURCHASE INTENTION OF POCARI SWEAT**

**THESIS**

**Presented as Partial Fulfillment of Requirements for the Degree of Sarjana**

**Ekonomi (S1) in International Business Management Program**

**Faculty of Economics Universitas Atma Jaya Yogyakarta**



**Compiled by:**

**Severin Lintang Pinasti**

**Student ID Number: 14 12 21104**

**FACULTY OF ECONOMICS**

**UNIVERSITAS ATMA JAYA YOGYAKARTA**

**MAY 2018**



**Faculty of Economics  
Universitas Atma Jaya Yogyakarta**

**I hereby recommend that the thesis prepared under my supervision by**

**Severin Lintang Pinasti**

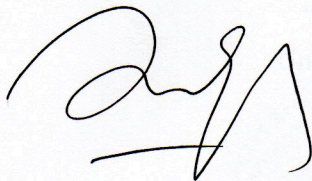
**Student ID Number: 14-12-21104**

**Thesis Entitled**

**THE RELATIONSHIP BETWEEN PURCHASE INTENTION AND  
PACKAGE REDESIGN OF POCARI SWEAT**

**Be accepted in partial fulfilment of the requirements for the Degree of Srjana  
Ekonomi (S1) in International Business Management Program Faculty of  
Economics Universitas Atma Jaya Yogyakarta**

**Advisor,**



**Mahestu N. Krisjanti, SE., M.Sc. IB., Ph.D.**

**Yogyakarta, May 12<sup>th</sup> 2018**



This to Certify That the Thesis Entitled  
**THE RELATIONSHIP BETWEEN PACKAGE REDISIGN AND PURCHASE  
INTENTION OF POCARI SWEAT**

Preented by:

**Severin Lintang Pinasti**

**Student ID Number: 14 12 21104**

Has been defended and presented on 7 June 2018 towards fulfillment of the requirements  
for the degree of Sarjana Ekonomi (S1) In International Business Management Program

**Examination Committee**

**Chairman**

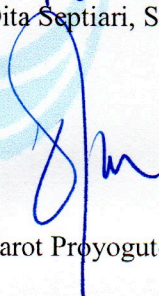


Mahestu N. Krisjanti, SE., M.Sc.IB., Ph.D

**Member**



E. Dita Septiari, SE., MSc.

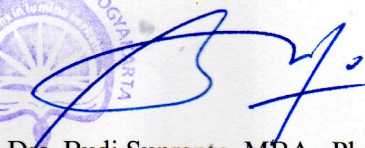


Drs. C. Jarot Proyogutomo, MBA.

**Yogyakarta, 25 June 2018**

Dean of Faculty of Economics

Universitas Atma Jaya Yogyakarta



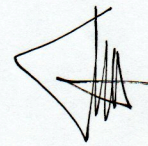
Drs. Budi Suprpto, MBA., Ph.D.



### **STATEMENT OF THESIS AUTHENTICITY**

I, the author of this research, hereby declare that I compiled this research by myself. I fully consent that the part of my writing does consists others writing that I have cited and mentioned in references. I would like to take full responsibility of losing my degree that has been given by Universitas Atma Jaya Yogyakarta, if I have done plagiarism on this research.

Yogyakarta, May 12th 2018



**Severin Lintang Pinasti**



## **ACKNOWLEDGEMENT**

My deepest grateful goes to Jesus Christ, as the bless from Him the author can finish this thesis on time. This research is needed to meet one of academic requirements in completion of Bachelor Study of International Business Management Program Universitas Atma Jaya Yogyakarta. The title of the research is:

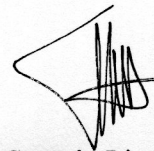
### **THE RELATIONSHIP BETWEEN PACKAGE REDESIGN AND PURCHASE INTENTION OF POCARI SWEAT**

In the process of making the thesis the author has received a lot of supports and feedbacks. My appreciation and gratitude for their help go to:

1. Once again, I want to give thanks to my Jesus Christ who has given His bless and accompanies the process of making the thesis from the beginning until the end.
2. 1My Family, Bapak, Ibu, Mas Deva, Mbak Cyntia, and Wira. Thankyou for your prayer, advice, and supports.
3. My Supervisor, Ma'am Mahestu Krisjanti. She guides me and gives me the best advice. I would never write this thesis without her. She is the best.
4. My boyfriend, Daniel Aji Jefri Situmorang for his prayer, support, and patience.
5. My bestfriends, Amadea Rosely, Benedikta Nedya, Dova Kurniawan, Rafidha Pramudya, Elisabeth Nathalia, Osmond Setiawan. I love you guys, without you I'm nothing.

6. LAB FE UAJY, I'm very grateful be the part of LAB FE UAJY family.  
Thank you for teach me how to learn, especially for Sinta Septiana, Komang Dina Antariwati, Maria Fransiska, Vania Mardita.
7. My IBMP class batch 2014 who have accompanied me to study.
8. My seniors in IBMP, Cik Belle, Kak Ezzo, Kak Robin, Kak Ajeng, thank you for your good advice during my study as your junior in IBMP.
9. The respondents of the thesis who have spare their time to fill the questionnaire, so the author can collect the data quickly.
10. The parties who helped the author in completing this thesis that cannot mention one by one.

Yogyakarta, May 12<sup>th</sup> 2018



Severin Lintang Pinasti

## TABLE OF CONTENTS

<b>TITLE PAGE.....</b>	<b>i</b>
<b>APPROVAL PAGE.....</b>	<b>ii</b>
<b>VALIDATION PAGE.....</b>	<b>iii</b>
<b>STATEMENT OF THESIS AUTHENTICITY.....</b>	<b>iv</b>
<b>ACKNOWLEDGEMENT.....</b>	<b>v</b>
<b>TABLE OF CONTENTS.....</b>	<b>vii</b>
<b>LIST OF TABLES.....</b>	<b>x</b>
<b>LIST OF FIGURES.....</b>	<b>xi</b>
<b>LIST OF APPENDIXES.....</b>	<b>xii</b>
<b>ABSTRACT.....</b>	<b>xiii</b>
<b>CHAPTER I: INTRODUCTION.....</b>	<b>1</b>
1.1. Research Backgrounds.....	1
1.2. Problem Identification.....	3
1.3. Research Limitation.....	3
1.4. Research Objective.....	4
1.5. Research Benefit.....	4
1.6. Writing Structure.....	5
<b>CHAPTER II: LITERATURE REVIEW.....</b>	<b>6</b>
2.1. Introduction.....	6
2.2. Theoretical Background.....	6
2.2.1. Packaging.....	8
2.2.2. Perceived Value.....	8
2.2.3. Price Sensitivity.....	9
2.2.4. Purchase Intention.....	10

2.3. Previous Study.....	11
2.4. Hypothesis Development.....	15
2.5. Conceptual Framework.....	17
<b>CHAPTER III: RESEARCH METHODOLOGY.....</b>	<b>19</b>
3.1. Introduction.....	19
3.2. Data Collection Method.....	19
3.3. Research Variables.....	20
3.4. Testing Instrument.....	21
3.4.1. Validity Test.....	21
3.4.2. Reliability Test.....	21
3.5. Analysis Tool.....	22
3.5.1. Descriptive Statistic.....	22
3.5.2. Regression Analysis.....	22
3.6. Moderating Regression Analysis.....	22
<b>CHAPTER IV: DATA ANALYSIS AND DISCUSSION.....</b>	<b>24</b>
4.1. Introduction.....	24
4.2. Descriptive and Statistic Analysis.....	24
4.2.1. Gender.....	24
4.2.2. Ages.....	25
4.2.3. Pocket Money.....	26
4.3. Validity and Reliability Test.....	27
4.3.1. Validity on Data Set.....	30
4.3.2. Reliability on Data Set.....	31
4.4. Regression Analysis.....	32
4.5. Moderation Analysis.....	35



4.6. Mean Value of Purchase Intention.....	38
4.7. Discussion.....	38
4.7.1. Perceived Value to Purchase Intention.....	38
4.7.2. Perceived Value on Purchase Intention through Price Sensitivity as Moderating Variable.....	39
<b>CHAPTER V: CONCLUSION AND RECOMMENDATION.....</b>	<b>41</b>
5.1. Introduction.....	41
5.2. Conclusion.....	41
5.3. Further Research.....	42
5.4. Managerial Implication.....	42
5.5. Limitation of the Research.....	43
<b>REFERENCES.....</b>	<b>44</b>
<b>APPENDIXES.....</b>	<b>46</b>

## LIST OF TABLES

TABLE 2.1	The Key Roles and Fuctions of Packaging.....	7
TABLE 2.2	Previous Study.....	11
TABLE 4.1	Validity Test on Pocari Sweat Canned Packaging.....	27
TABLE 4.2	Validity Test on Pocari Sweat Bottle Pakaging.....	28
TABLE 4.3	Validity Test on Pocari Sweat Caned Packaging after The Question number 19 deleted.....	29
TABLE 4.4	Validity Test on Pocari Sweat Bottle Packaging after The Question number 19 deleted.....	30
TABLE 4.5	Reliability Test on Pocari Sweat Canned Packaging after Question number 19 deleted.....	31
TABLE 4.6	Reliability Test on Pocari Sweat Bottle Packaging after Question number 19 deleted.....	31
TABLE 4.7	Regression Analysis of Pocari Sweat on Canned Packaging..	33
TABLE 4.8	Regression Analysis of Pocari Sweat on Bottle Packaging....	34
TABLE 4.9	Moderating Regression Analysis of Pocari Sweat on Canned Packaging.....	35
TABLE 4.10	Moderating Regression Analysis of Pocari Sweat on Canned Packaging.....	37
TABLE 4.11	Mean of Purchase Intention.....	37



## LIST OF FIGURES

FIGURE 1.1	Package Redesign of Pocari Sweat.....	2
FIGURE 2.1	Conceptual Frameworks.....	18
FIGURE 4.1	Pie Chart of Gender.....	25
FIGURE 4.2	Pie Chart of Ages.....	25
FIGURE 4.3	Pie Chart of Pocket Money.....	26
FIGURE 4.4	Diagram Perceived Value to Purchase Intention.....	34
FIGURE 4.5	Diagram of Moderating Analysis.....	35

## LIST OF APPENDIXES

- APPENDIX I: Questionnaire
- APPENDIX II: Questionnaire Results
- APPENDIX III: Demographic Results
- APPENDIX IV: Validity and Reliability Test Results
- APPENDIX V: Regression Analysis Results





# **THE RELATIONSHIP BETWEEN PACKAGE REDESIGN AND PURCHASE INTENTION OF POCARI SWEAT**

**Compiled by:**

**Severin Lintang Pinasti**

**Student ID Number: 14 12 21104**

**Supervisor**

**Mahestu N. Krisjanti, SE., M.Sc. IB., Ph.D.**

International Business Management Program, Faculty of Economics, Universitas Atma  
Jaya Yogyakarta, Jalan Babarsari 43-44, Yogyakarta

## **Abstract**

The main purpose of this study is to explore the effects of consumer perceived value on product purchase intention in case of package redesign. This research uses online questionnaire to collect the data, which is distributed to 228 respondents. The respondents of this research is the consumer who had already bought Pocari Sweat on canned and bottle packaging. Regression analysis and moderation regression analysis are used to analyze the data.

The results show that perceived value has significant effect to the purchase intention. Among factors of perceived value, quality value of commodity, monetary value of commodity, and goodwill value of commodity it has significant impact on purchase intention. On the other hand, the results also show that price sensitivity has significant moderating impact on purchase intention. The result of this research can help the business of firms to formulate a better strategy.

**Keyword:** Package Redesign, Perceived Value, Price Sensitivity, Purchase Intention, Pocari Sweat.