

ABSTRAK

Penelitian ini bertujuan untuk melihat seberapa besar pengaruh *Branding* Dan *Packaging* Terhadap Keputusan Pembelian Konsumen Melalui *Brand Image* Pada Distributor Produk MS Glow Kota Padang. Metode yang digunakan adalah Structur Equation Modeling (SEM) dengan Partial Least Square (PLS) 4. Dengan mengedarkan kuesioner sebanyak 60 responden.

Hasil analisis data menyimpulkan terdapat pengaruh dan tidak signifikan *Branding* terhadap Keputusan Pembelian, *Branding* berpengaruh positif dan signifikan terhadap *Brand Image*, *Packaging* berpengaruh dan tidak signifikan terhadap Keputusan Pembelian, *Packaging* berpengaruh dan tidak signifikan terhadap *Brand Image*, sedangkan *Brand Image* berpengaruh positif dan signifikan terhadap Keputusan Pembelian, *Branding* mampu memediasi *Brand Image* terhadap Keputusan Pembelian dan *Packaging* tidak mampu memediasi *Brand Image* terhadap Keputusan Pembelian. Dan untuk saran diharapkan MS Glow meningkatkan *Branding*, *Packaging* dan *Brand Image* untuk meningkatkan Keputusan Pembelian pada Distributor MS Glow.

Kata Kunci: *Branding, Packaging, Brand Image, Keputusan Pembelian.*

ABSTRACT

This research aims to see how much influence Branding and Packaging have on Consumer Purchasing Decisions through Brand Image at MS Glow Product Distributors in Padang City. The method used was Structur Equation Modeling (SEM) with Partial Least Square (PLS) 4. By distributing a questionnaire to 60 respondents.

The results of the data analysis concluded that Branding had a positive and insignificant influence on Purchasing Decisions, Branding had a positive and significant influence on Brand Image, Packaging had an insignificant and insignificant influence on Purchasing Decisions, Packaging had an insignificant and insignificant influence on Brand Image, while Brand Image had a positive and significant influence on Purchasing Decisions, Branding was able to mediate Brand Image on Purchasing Decisions and Packaging was not able to mediate Brand Image on Purchasing Decisions. And for suggestions, it is hoped that MS Glow will improve its Branding, Packaging and Brand Image to improve Purchasing Decisions from MS Glow Distributors.

Keywords: Branding, Packaging, Brand Image, Purchasing Decisions.