



The Effect of Design, Packaging, and Promotion on Consumer Purchase Intention at Tiya Fashion Store

Cristian Aditiya¹, Adithia Nurrahman², May Dedu³, Agustina^{4*}

University of Swadaya Gunung Jati

Corresponding Author: Agustina, agustina@ugj.ac.id

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ABSTRACT

This study had the aim to examine the effect of product design, packaging, along with promotion on consumer purchase intention at the Tiya Fashion online store. A quantitative approach was used with data processing using the PLS-SEM method. The findings revealed that all independent variables significantly affect purchase intention. Among the three variables, promotion is the dominant factor driving consumers' purchasing decisions, while design and packaging have lower contributions. The research model is considered appropriate and free from multicollinearity issues. These findings indicate the importance of strengthening promotional strategies, particularly through digital channels, as an effective step to increase sales conversion. This study provides strategic recommendations for online fashion business actors, especially MSMEs, in designing more targeted and impactful marketing approaches.

INTRODUCTION

In this digital era, the ongoing advancement of technology has transformed the way humans conduct their activities, to be increasingly conducted online or via digital devices. The rapid development of communication and technology has changed consumer behavior patterns in conducting shopping activities to fulfill their needs. Consumers today seek simplicity in everything. One of the innovations in this era is the emergence of online stores or e-commerce platforms that allow users to access and purchase products easily without having to visit physical stores. Online stores offer consumers convenient access, where, with just a gadget, consumers can browse all available products across various online stores or e-commerce platforms. Moreover, the ease of transactions is highly diverse, ranging from QRIS systems, buy-now-pay-later options, to cash-on-delivery payments. Most importantly, the products are delivered directly to the consumer's home.

The growth of online stores has increased significantly in recent years. Based on data from Statistics Indonesia (Indonesian: Badan Pusat Statistika; BPS), e-commerce growth was recorded at 29.6% in 2020, surged to 50.58% in 2021, slowed down to 4.46% in 2022, and increased again to 27.40% in 2023. It is estimated that the growth will reach 30.5% in 2024. This percentage continues to rise in 2025. This indicates a shift in consumer behavior in fulfilling their needs. According to a survey by Google, Temasek, and Bain & Company in 2023, 80% of consumers in Indonesia prefer to shop online rather than offline, with convenience and ease of access being the main considerations. From this, it can be explained that consumer needs ranging from basic necessities, lifestyle, household equipment, clothing, to housing are increasingly being fulfilled through online shopping transactions.

However, despite offering many benefits, the presence of online stores also brings various problems and challenges. One issue identified by the author is "purchase intention." Purchase intention is a key factor that determines the success of running an online store. In conducting online sales, sellers make various efforts to attract consumers' attention to their products. Efforts include advertising, product information, unique design, promotion through affiliates, and others. However, if purchase intention is low, even when these efforts are made, likely, a transaction will not to happen.

Product design plays a role that is very important in attracting consumer interest as well as affecting purchasing decisions, especially in online stores. Product design refers to the process of planning, developing, and creating products that have aesthetic, functional, and commercial value. Product design not only involves the visual appearance of the product but also takes into account usability, convenience, ergonomics, and other added values that can enhance the user experience.

In addition, product packaging is an element that has a significant effect on increasing product attractiveness. Although packaging is usually more relevant in physical stores, in the context of e-commerce, packaging becomes an important factor in creating consumer expectations regarding product quality. Attractive, informative, and well-functioning packaging can enhance positive

perceptions of the product and encourage consumers to make a purchase. Poor packaging or packaging that does not meet consumer expectations can cause dissatisfaction and potentially reduce purchase intention.

Furthermore, promotions or special offers also play a role that is important in affecting purchase intention. Online stores that do not offer discounts, coupons, or attractive promotions risk losing customers who tend to seek added value in every transaction. Various promotional strategies, such as discount offers, limited-time offers, or product bundling, can build a sense of urgency that motivates consumers to make a purchase immediately. Research shows that consumers are more likely to make a purchase when they feel they are getting a better deal compared to the regular price or the price offered by competitors.

Although design, packaging, and promotion individually affect consumer purchase intention, there are not many researchers who examine the combined effect of these three factors on consumer purchase intention in online stores. In the context of increasingly intense competition among online stores, these three factors are crucial to be understood by every business actor to achieve success in running an online store. Therefore, the conduct of this study was to explore "The Effect of Design, Packaging, and Promotion on Consumer Purchase Intention in Online Stores" and to provide insights for sellers and online business actors to design more effective marketing strategies.

Problem Indication:

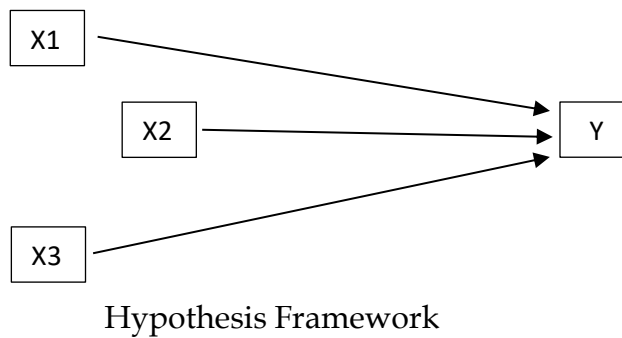
Design: Many online stores only sell one or two products, where sellers lack innovation in creating or releasing the latest and up-to-date designs. Monotonous and outdated or unchanged designs will make consumers feel bored, and this leads to a decrease in the product's attractiveness for consumers. Meanwhile, business competitors are creating product design innovations to remain competitive.

Packaging: Although important, product packaging is often overlooked in online marketing, both in terms of visual appearance, product information, and the way the product is presented in images or videos.

Promotion: Many online stores do not fully utilize promotional strategies or fail to offer sufficiently attractive incentives for consumers, resulting in a lack of strong motivation for consumers to make a purchase.

This study aims to explore how design, packaging, and promotion affect consumer purchase intention and how online stores can utilize these three factors to increase their sales conversion.

The location of this study was at the Tiya Fashion online store, located in Susukan District, Cirebon Regency, in March 2025. Tiya Fashion is a store engaged in the textile fabric business, established in 2014. In the modern era, Tiya Fashion has innovated by launching its online store in 2020. Tiya Fashion operates several subsidiary stores across various e-commerce platforms such as Shopee, TikTok, Lazada, and Tokopedia.



Description

X1: Design

X2: Packaging

X3: Promotion

Y: Purchase Intention

LITERATURE REVIEW

Design

Design refers to the conceptualization and formulation of a product's form or model, incorporating distinctive value elements intended to generate consumer appeal. Suharto (2010), as cited in Ivanko & Tunjungsari (2018), define design as a systematic process involving the planning of a product's shape, structure, and visual appearance, with the objective of enhancing its functionality, aesthetic quality, and overall user appeal.

According to Kotler & Keller (2016), as cited in Jurnal et al. (2022), product design is a combination of visual elements aimed at creating added value and shaping customer perceptions of a product or brand. Furthermore, Chuang & Ma (2001) state that product design not only encompasses aesthetic aspects but also includes ergonomics and user experience, which affect consumer purchase intention. The indicators of design, according to Kotler, as cited in Eliya Putri Aprilia & Didit Darmawan (2025), are as follows:

1. Performance
2. Aesthetics
3. Product characteristics

Packaging

Packaging is a container or vessel used to protect and preserve a product to extend its shelf life. In the present era, packaging has begun to evolve into a unique and attractive form, serving not only as a container but also as one of the key elements that enhance a product's appeal. This is supported by Mubyl et al. (2021, p. 113). Kotler and Armstrong (2012) state that packaging involves the design and production processes aimed at protecting the product itself. Based on this view, the author asserts that with appropriate packaging design, a product becomes more attractive and serves as a valuable asset in promoting the product itself.

According to Kapriani et al. (2024), research shows that attractive and innovative packaging design can affect consumer perceptions of product quality

and value, which ultimately can increase their purchase intention (Pramezwary et al., 2022).

As cited in the journal by Stanton (1996), packaging is a form of product that can attract attention, provide information, and enhance consumer convenience in using the product. According to previous research in the journal by Silayoi & Speece (2007), packaging is not only a tool of protecting the product but also serves a strategic role in marketing, particularly in affecting purchasing decisions in retail or e-commerce. The packaging indicators, according to Dayanti (2021), are as follows

1. Material
2. Logo and label
3. Color
4. Size
5. Appeal and design

Promotion

According to the journal by Kotler & Keller (2016), promotion refers to various marketing communication activities used by companies to inform, persuade, and remind consumers about their products. As stated by Gultom et al., sales promotion is a set of mostly short-term incentive tools designed to stimulate the purchase of specific products or services more quickly and in greater volume by consumers (Kotler and Keller, 2009, p. 219). According to Agustiani et al., as cited in Azzahra & Sabilla (n.d.), digital promotion is one of the marketing strategies commonly implemented to promote services and goods to customers by the utilization of various distribution channels.

Tjiptono (2015) in the journal states that promotion is the company's effort to convey information to consumers about a product or service, to increase demand, and to build brand loyalty. According to Shimp (2010), in the journal, promotion is a communication process used to build awareness, create an image, and enhance the appeal of a service or product to consumers.

From the opinions of several experts above, a conclusion can be made that promotion is a marketing strategy for a product that is used to provide product information to buyers through a unique and attractive delivery. In this case, the presence of promotion can increase consumer purchase intention. The indicators of promotion, according to Kotler, as cited in Fernando Tanata & Christian (2019) are as follows:

1. Easy to find
2. Easy to understand
3. Promotional image
4. Creates perception

Purchase Intention

According to Kapriani (2024), purchase intention is a reflection of the consumer's desire to buy a product, which is strongly affected by various factors, like product quality, price, brand image, promotion, as well as previous experience with the product or brand (Bakti & Septijantini Alie, 2020).

Meanwhile, according to Kotler in Azzahra & Sabilla (n.d.), purchase intention is a stage undertaken by consumers before planning to purchase a product. One of the stages includes AIDAS: Attention, Interest, Desire, Action, Satisfaction (Mufreni, 2016). The indicators of purchase intention according to Eliya Putri Aprilia & Didit Darmawan (2025) are as follows

1. Attention of prospective consumers
2. Interest of prospective consumers
3. Desire of prospective consumers
4. Action taken by prospective consumers

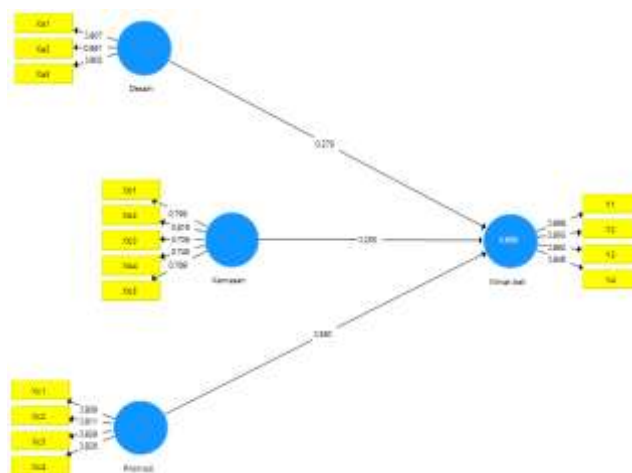


Figure 1. Outer Model

METHODOLOGY

Quantitative method was the type of method used in this study. The quantitative method is characterized by systematic, planned, as well as clearly structured specifications from the start to the research design formulation. As stated, "A research method based on positivist philosophy is used to examine a specific population or sample, with research instruments to collect data, data analysis being quantitative/statistical in nature, and designed to test predetermined hypotheses."

This study's population consisted of customers who visited the Tiya Fashion online store page, with 160 respondents as the total sample. This study was conducted in Indramayu. The data collection technique was in the form of a questionnaire. The data obtained from respondents were then statistically processed using the SEM-PLS application as a tool to test independent variables' effects on the dependent variable. In the Likert scale, the variables to be measured were elaborated into variable indicators (Sugiyono, 2013).

RESEARCH RESULTS

Table 1. Outer Loading Validity

Validity			
Outer Loading			
Design	Packaging	Purchase Intention	Promotion

Xa1	0.807		
Xa2	0.861		
Xa3	0.802		
Xb1		0.799	
Xb2		0.816	
Xb3		0.706	
Xb4		0.745	
Xb5		0.789	
Xc1			0.809
Xc2			0.811
Xc3			0.839
Xc4			0.826
Y1			0.898
Y2			0.855
Y3			0.892
Y4			0.846

The purpose of the validity test is to assess how well each indicator can measure the intended construct. Based on the data processing, all indicators, including design, packaging, promotion, and purchase intention, showed outer loading values > 0.70 . Referring to the convergent validity criteria proposed by Chin and Dibbern (2010), a loading factor value > 0.70 indicates that the indicator is valid. Therefore, a conclusion can be made that all of this study's indicators passed the validity test. This means that each question in the questionnaire is statistically capable of accurately representing the concept intended to be measured.

Table 2. Average Variance Extracted (AVE) Validity

AVE
0.679
0.596
0.762
0.675

The convergent validity test is complemented by examining the Average Variance Extracted (AVE) value of each variable. The function of AVE is to evaluate how well a construct explains the variance of its indicators compared to the variance of the error. The analysis results show the following AVE values: Design is 0.679; Packaging is 0.596; Promotion is 0.675; and Purchase Intention is 0.762. According to Chin and Dibbern (2010), a construct is considered to have passed the AVE test when its value is > 0.50 , whereas in this test, all constructs have values > 0.50 .

Table 3. Reliability

Reliability	
Construct Reliability	
Cronbach's Alpha	Composite Reliability

Design	0.766	0.864
Packaging	0.830	0.880
Purchase Intention	0.896	0.928
Promotion	0.840	0.893

The reliability test aims to ensure the internal consistency of indicators within a construct. In this study, reliability was tested using two main methods, which are Composite Reliability and Cronbach's Alpha, with an acceptable threshold of greater than 0.70 as stated by Chin and Dibbern (2010). The analysis results show that all variables exceed the minimum threshold. The Design variable recorded a Cronbach's Alpha value of 0.766 with a Composite Reliability value of 0.864, while Packaging obtained values of 0.830 and 0.880. Purchase Intention showed values of 0.896 and 0.928, and Promotion recorded 0.840 and 0.893. Thus, in this research model, all constructs can be declared as reliable, indicating that each indicator within these variables demonstrates strong internal consistency in measuring the intended concept.

Table 4. Multicollinearity

Multicollinearity Inner Model				
	Design	Packaging	Promotion	Purchase Intention
Design				3.108
Packaging				3.221
Promotion				2.699
Purchase Intention				

The multicollinearity test is intended to ensure the absence of high correlations among independent variables that could affect the accuracy of model estimation. In this study, the multicollinearity test was conducted by calculating the Variance Inflation Factor (VIF) and applying a maximum threshold of 10 (Hair et al., 2010). The outcomes show 3.108 for the VIF value for Design, for Packaging is 3.221, and for Promotion is 2.699, with each value remaining below the threshold of 10. This indicates that there is no indication of high correlation among the independent variables; thus, the model is considered to have passed the multicollinearity test and is suitable for further causal relationship analysis.

Table 5. Goodness of FIT

Goodness of FIT Estimated Model	
SRMR	0,067

The overall model fit assessment was conducted by examining the Standardized Root Mean Square Residual (SRMR), which is a measure of the average standardized residuals between the observed and predicted covariances. The analysis results show that the SRMR value of this model is 0.067. According to Hair et al. (2010), a model is considered to have a good fit if the SRMR value is

below 0.10. Therefore, the structural model in this study has met the criteria for goodness of fit, indicating that the model is capable of explaining the data well and is appropriate for further analysis of the relationships among variables.

Table 6. R Square

R Square Test	
R Square	
R Square Adjusted	
Purchase Interest	0.699

The R Square test measures how much the independent variables contribute to explaining the dependent variable. The analysis results reveal that the Purchase Intention variable shows an R^2 value of 0.699, which means that the Design, Packaging, and Promotion variables collectively explain 69.9% of the variation in consumer purchase intention. Meanwhile, the remaining 30.1% is affected by other factors outside the model. As explained by Hair et al. (2010), an R^2 value of 0.699 falls into the moderate category, indicating that the model has a fairly high predictive ability in explaining purchase intention.

Table 7. F Square

F Test (Simultaneous)				
F Square				
	Design	Packaging	Promotion	Purchase Intention
Design				0.085
Packaging				0.068
Promotion				0.181
Purchase Intention				

The F^2 test (Effect Size) is used to measure how strongly each independent variable affects the dependent variable within the structural model. Based on the analysis, the F Square value for the Design variable on Purchase Intention is 0.085, for Packaging is 0.068, and for Promotion is 0.181. According to Hair et al. (2010), the F Square values are interpreted as follows: small effect (0.02), medium effect (0.15), and large effect (0.35). Therefore, Design and Packaging are considered to have a small effect on Purchase Intention because their values are less than 0.15, while Promotion has a medium effect as it falls between 0.15 and 0.35. These findings indicate that in the context of Tiya Fashion store, promotional strategies play a greater role than product design or packaging in shaping consumer purchase intention.

Table 8. T Test

T Test (Partial)	
Path Coefficient (Partial)	
	P Values
Design > Purchase Intention	0.002

Packaging > Purchase Intention	0.006
Promotion > Purchase Intention	0.000

Based on the results of the partial T test for the three independent variables, the significance values obtained are 0.002 for the relationship between Design and Purchase Intention, 0.006 for Packaging and Purchase Intention, and 0.000 for Promotion and Purchase Intention. All p-values are below the significance threshold of 0.05, indicating that all three variables show a significant partial effect on consumer Purchase Intention. Therefore, hypotheses H1, H2, and H3, which state that product design, packaging, along with promotion each positively affect purchase intention, are accepted. These findings indicate that the more attractive the product design, the better the packaging, and the stronger the promotional strategy used, the higher the consumer purchase intention toward the products offered in the online store.

DISCUSSION

Design

The result of the partial T test in this study shows a value of 0.002, which indicates that design significantly affects purchase intention. Meanwhile, in the F Square test, the design variable shows a value of 0.085, which suggests that the impact of design on purchase intention is relatively low. This means that although design is indeed proven to affect consumer purchase intention, its contribution remains limited compared to other variables. The test results support the research by Riyanto et al. (2023) with the title "The Effect of Packaging Design, Brand Image, and Price Perception on Consumer Purchase Intention," in which design was also found to affect purchase intention.

Packaging

The result of the partial T test in this study shows a value of 0.006, which indicates that packaging significantly affects purchase intention. Meanwhile, in the F Square test, the packaging variable shows a value of 0.068, which suggests that the impact of packaging on purchase intention is relatively low. This means that although packaging is proven to affect consumer purchase intention, its contribution remains limited compared to other variables. The test results support the research by Ivanko & Tunjungsari (2018) with the title "The Effect of Packaging on Consumer Purchase Intention with Quality as a Mediating Variable in 'Legit' Products," in which packaging was found to affect purchase intention.

Promotion

The result of the partial T test in this study shows a value of 0.000, which indicates that promotion significantly affects purchase intention. Meanwhile, in the F Square test, the promotion variable shows a value of 0.068, which explains that the impact of promotion on purchase intention is categorized as moderate. This means that in this study, promotion is the variable with the most significant effect in comparison to other variables. The test results align with the research by Ivanko & Tunjungsari (2018) with the title "The Effect of Promotion Strategies on

Consumer Purchase Intention at PT. Tiga Serangkai Pustaka Mandiri,” in which promotion was found to affect purchase intention.

CONCLUSION AND RECOMMENDATIONS

This study reveals that product design, packaging, and promotional strategies have a significant effect on consumer purchase intention at Tiya Fashion Store. The analysis results show that although design and packaging has a role in shaping consumer perceptions, their impact is relatively small compared to promotion. The effect size test (F Square) confirms that promotion has a moderate effect (0.181), whereas design (0.085) and packaging (0.068) only exert a small effect on purchase intention.

Validity and reliability of all constructs have been thoroughly tested, ensuring that the indicators used are capable of accurately measuring the intended concepts. The research model also fulfills the goodness of fit criteria (SRMR = 0.067), indicating that the model structure adequately explains the data. Furthermore, an R^2 value of 0.699 is an indication that the variables of design, packaging, and promotion collectively explain 69.9% of the variation in consumer purchase intention.

ADVANCED RESEARCH

This study has limitations in scope, as it only includes consumers of Tiya Fashion Store, with a dominance of certain e-commerce platforms. Additionally, the variables analyzed are limited to design, packaging, and promotion, while other factors such as price, store reputation, and customer reviews were not included. The quantitative method used also does not deeply explore consumer perceptions or emotions. Future research is recommended to integrate qualitative approaches, expand the population and platforms, and include additional relevant variables to accomplish a more thorough understanding of the determinants of purchase intention and to make the findings more applicable to marketing strategies.

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