

THE EFFECT OF PACKAGING AND BRAND IMAGE ON PURCHASE DECISIONS WITH CONSUMER PERCEPTION AS A MEDIATION VARIABLE ON WARDAH PRODUCTS

Dinda Sucianti^{1*}, Rizky Putra²

^{1,2} Universitas Harapan, Medan, Indonesia

dindasuciantii@gmail.com; Rizkyputrased@gmail.com

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Abstract

This research aims to analyze the influence of packaging and brand image on purchasing decisions with consumer perception as a mediating variable on the product. Wardah. The study used a quantitative approach with a survey method. The study population was students of Harapan University Medan (UNHAR) and the Islamic University of North Sumatra (UISU) who use Wardah skincare and makeup products. The sampling technique used purposive sampling with a sample size of 170 respondents determined based on the recommendations of Hair et al. (2022). Data collection was carried out through questionnaires using a semantic differential scale of 1–10. Data analysis was carried out using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 4 software. The results of the outer model evaluation showed that all indicators met the convergent validity criteria with outer loading values > 0.70 and Average Variance Extracted (AVE) > 0.50 . All constructs also met discriminant validity based on the Heterotrait-Monotrait Ratio (HTMT) < 0.90 and the Fornell-Larcker Criterion, and met the reliability criteria with Composite Reliability and Cronbach's Alpha values > 0.70 . The inner model evaluation results showed an R-square value of 0.514 for the Consumer Perception variable and 0.608 for the Purchase Decision variable, which are in the medium category. A Q^2 predict value greater than zero indicates that the model has good predictive ability. The results of the hypothesis testing indicate that packaging has a positive effect. and significant on consumer perception ($\beta = 0.537$; $p < 0.001$) and purchasing decisions ($\beta = 0.480$; $p < 0.001$). Image brand Also influential positive And significantly on consumer perception ($\beta = 0.483$; $p < 0.001$) and purchasing decisions ($\beta = 0.366$; $p < 0.001$). Consumer perception has a positive and significant effect on purchasing decisions ($\beta = 0.228$; $p = 0.001$). In addition, consumer perception is proven to partially mediate the effect of packaging on purchasing decisions ($\beta = 0.123$; $p = 0.002$) And influence image brand to decision purchase ($\beta = 0.110$; $p = 0.002$). Based on results study can concluded that packaging And image Brand is a factor that can increase purchasing decisions for Wardah products, both directly and through improved consumer perception. Therefore, the company is advised to continue improving packaging quality and strengthening brand image to create more positive consumer perceptions, thereby increasing purchasing decisions.

Keyword: Packaging And Brand Image, Purchase Decisions, Consumer Perception and Wardah Products

1. INTRODUCTION

The skincare and cosmetics industry in Indonesia is growing along with increasing public attention to personal care and appearance. This situation is driving increasingly fierce competition between brands, so companies are not satisfied with simply offering functional products but also need to develop marketing attributes that can attract attention and shape consumer judgment. College students are a relevant consumer group in the context of this research because they actively use skincare and makeup products and tend to seek information through social media, marketplaces, reviews, and recommendations before purchasing. This study specifically focused on students from Harapan University, Medan, and the Islamic University of North Sumatra (UISU) who have used and purchased Wardah products. Purchasing decisions in the cosmetics industry are influenced by consumers' evaluation of various options. Packaging is one of the initial stimuli that directly interacts with consumers. Design, color, shape, information, brand identity, and packaging function can shape impressions about a product's quality and value. Kotler and Keller (2016) explain that packaging functions not only as a protective barrier but also as a marketing communication tool. Silayoi and Speece (2007) show that visual attributes and information on packaging can influence consumer judgment. Brand image also forms the basis for consumer

evaluation. Keller (2013) explains that brand image is related to associations held in consumers' minds. A strong image can increase trust and make it easier for consumers to distinguish a brand from competitors. In the context of Wardah, its identity as a halal, safe, and trusted cosmetics brand is part of the associations that can shape consumer judgment. Consumer perception is positioned as a mediating variable because packaging and brand image do not always automatically lead to purchasing decisions. Marketing stimuli are first received, selected, organized, and interpreted by consumers, resulting in perceptions of a product's quality, benefits, safety, and value. Schiffman and Wisenblit (2019) define perception as a psychological process that connects marketing stimuli with consumer responses.

In this study, Wardah was chosen because of its strong brand identity and offering a wide range of skincare and makeup product categories. Wardah's packaging features visual and informative elements such as design, color, benefit information, and brand identity. The research paper also notes that halal attributes and communication regarding product safety are part of Wardah's image among consumers. The phenomenon of market competition shows that brand position can change over time. Market share data included in the study shows that Wardah in the skincare category was at 3.90% in 2021, 3.70% in 2022, 3.20% in 2023, 3.40% in 2024, and 3.10% in 2025. In the makeup category, Wardah recorded 10.50% in 2021, 10.20% in 2022, 9.80% in 2023, 10.00% in 2024, and 10.30% in 2025. These data show the dynamics of Wardah's position amidst competition from other brands.

Previous research has shown that packaging can influence perceptions and purchasing decisions. Sosianika *et al.* (2022) emphasized the role of visual packaging design in enhancing perceived quality, while research by Partiwi and Arini (2021) showed that packaging and brand image influence purchasing decisions. Research on brand image also shows a positive relationship with purchasing decisions. Meanwhile, research on consumer perceptions indicates that perceptions can play a role in driving purchasing decisions. However, most previous research has examined direct relationships between variables or used subjects other than the skincare industry. Research that simultaneously examines packaging and brand image on purchasing decisions with consumer perception as a mediating mechanism for Wardah products, particularly with student respondents in Medan, is still limited. This gap forms the basis for this study.

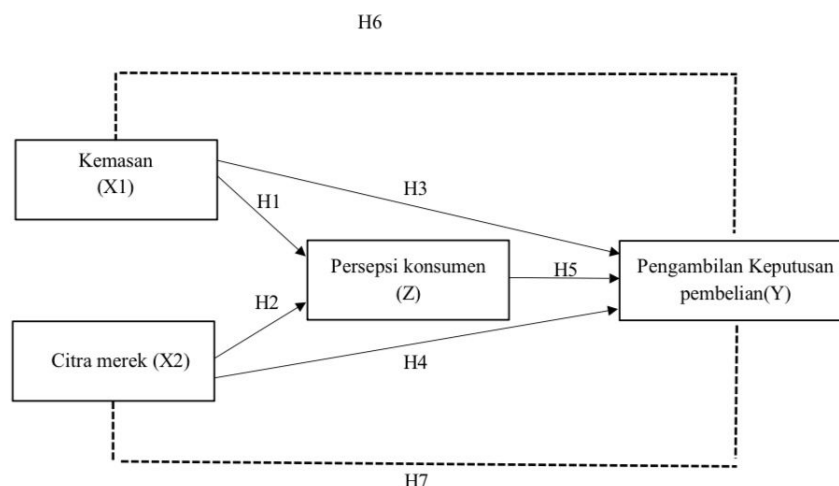
The formulation of the problem in this research is as follows:

1. How is the packaging? influence consumer perceptions of Wardah skincare and makeup?
2. How image brand influence perception consumer to Wardah skincare and makeup?
3. How packaging affects decision purchase skincare and Wardah makeup?
4. How image brand influence decision purchase skincare And Wardah makeup?
5. How perception consumer influence decision purchase skincare and makeup Wardah?
6. How perception consumer mediate influence packaging to Wardah skincare and makeup purchase decision?
7. How does consumer perception mediate the influence of brand image on purchasing decisions for Wardah skincare and cosmetic products?

Based on the problem formulation above, the research objectives are as follows:

1. To determine the influence of packaging on consumer perceptions of Wardah skincare and cosmetic products.
2. For know influence image brand to perception consumer on Wardah skincare and makeup.
3. For know influence packaging to decision purchase Wardah skincare and makeup.
4. To determine the influence of brand image on purchasing decisions for Wardah skincare and cosmetic products.
5. To determine the influence of consumer perceptions on purchasing decisions for Wardah skincare and cosmetic products.
6. For know role perception consumer in mediate influence packaging on purchasing decisions for Wardah skincare and makeup.
7. To determine the role of consumer perception in mediating the influence of brand image on purchasing decisions for Wardah skincare and cosmetic products.

Based on the background, problem formulation, research objectives and theoretical basis that have been stated above, this researcher created a conceptual framework as shown in the image below:



Source: Processed data, 2026

Figure 1. Conceptual Framework

2. METHOD

This study uses a quantitative approach with an associative research type to examine the relationship and influence between variables. The research location included students of Harapan University Medan and the Islamic University of North Sumatra (UISU) in Medan City who use Wardah skincare and makeup products. The study was conducted from June to August 2026. The study population was students of Harapan University Medan and the Islamic University of North Sumatra (UISU) who use Wardah skincare and makeup products. The determination of the sample size refers to Hair et al. (2022), which is 5–10 times the number of indicators used in the study. The study determined 170 respondents. The sampling technique was purposive sampling with the criteria of having used Wardah products, domiciled in Medan City, at least 17 years old, having purchased Wardah products at least once, and including first-time users or consumers who switched from other brands to Wardah. Primary data were obtained through questionnaires, while secondary data were obtained from scientific journals, books, and previous research. The instrument used a semantic differential of 1–10 with bipolar word pairs. The analysis was conducted using PLS-SEM through SmartPLS 4. The outer model evaluation included convergent validity, discriminant validity, and reliability. The inner model evaluation included R^2 , f^2 , Q^2 predict, path coefficient, and specific indirect effects. Significance testing used bootstrapping with criteria of t-statistics >1.96 and p-values <0.05 .

Table 1. Operational Definition of Variables

No	Variables	Variable Definition	Dimensions	Indicator	Measurement Scale
1	Packaging (X1)	Packaging is the activity of designing and making product containers or wrappers that function to protect the product as well as being a marketing communication medium that can shape perceptions and influence consumer purchasing decisions (Kotler & Keller, 2016; Zuliyawati et al., 2024).	1. Visual design 2. Product information 3. Brand identity 4. Functionality	1. The packaging design looks attractive. 2. The color of the packaging is easy to recognize. 3. The information on the packaging is easy to understand. 4. Packaging reflects brand identity. 5. Practical and easy to use packaging.	Ordinal (Semantic Differential 1–10)

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2	Brand Image (X2)	Brand image is a collection of perceptions, beliefs, and associations embedded in the minds of consumers towards a brand that can influence consumer attitudes and purchasing decisions (Aaker, 2014; Keller, 2013; Umban Adi Jaya et al., 2025).	1. Brand Awareness 2. Brand Reputation 3. Brand Trust 4. Brand Uniqueness	1. The brand is easily recognized by the public. 2. The brand has a good reputation. 3. The brand can be trusted by consumers. 4. The brand has uniqueness compared to competitors.	Ordinal (Semantic Differential 1–10)
3	Consumer Perception (Z)	Consumer perception is an individual's process of selecting, organizing, and interpreting the information received to form an understanding or assessment of a product that can influence purchasing behavior and decisions (Kotler & Keller, 2016; Ismail et al., 2024).	1. Perception of quality 2. Perception of benefits 3. Perception of security 4. Perception of value	1. The product has good quality. 2. The product provides benefits to consumers. 3. The product provides a sense of security in its use. 4. The product has appropriate value for consumers.	Ordinal (Semantic Differential 1–10)
4	Purchase Decision (Y)	Purchasing decisions are a process carried out by consumers in determining their choice to buy a product after going through the stages of recognizing needs, searching for information, evaluating alternatives, to purchasing decisions and post-purchase behavior (Kotler & Keller, 2012; Indrasari, 2019).	1. Consistency in choosing 2. Buying habits 3. Recommendations 4. Repurchase	1. Be sure to choose the product to buy. 2. Get used to buying the product. 3. Willing to recommend the product to others. 4. Willing to make repeat purchases.	Ordinal (Semantic Differential 1–10)

Source: Processed data (2026)

3. RESULTS AND DISCUSSION

RESULTS

Description of Respondent Characteristics

Table 2. Respondent Characteristics

Characteristics Respondents	Category	Amount
University	University Hope of Medan (UNHAR)	85
	Islamic University of Sumatra North (UISU)	85
	Amount	170
Gender	Man	20
	Woman	150
	Amount	170
Age	17–20 Years	64
	21–23 Years	82
	>23 Year	24
	Amount	170
Type Product Wardah used	Skincare	58
	Makeup	35
	Skincare And Makeup	77
	Amount	170
Long Use Wardah	< 6 months	28
	6–12 Months	46
	1–2 Years	57
	> 2 years	39
	Amount	170
Frequency Purchase	1 time	31
	2–3 Times	56
	> 3 times	83
	Amount	170
Experience Using Wardah	Users First Wardah River	63
	Switch from brand other to Wardah	107

Source: Processed data (2026)

Based on Table 2, respondent characteristics indicate that the study was dominated by women and the 21–23 age group. Most respondents use both skincare and makeup and have made more than three purchases. This composition indicates that respondents have sufficient experience in recognizing Wardah's attributes and evaluating their purchasing decisions.

Evaluation of Measurement Model (Outer Model)

Outer model evaluation is used to ensure that indicators measure constructs validly and reliably. According to Hair et al. (2022), convergent validity is assessed through outer loading and AVE, discriminant validity through HTMT and Fornell-Larcker, and reliability through Cronbach's Alpha and Composite Reliability.

Table 3. Convergent Validity Test Results

Variables	Range Outer Loading	AVE	Information
Packaging (X1)	0.897–0.934	0.832	Valid
Brand Image (X2)	0.866–0.902	0.772	Valid
Consumer Perception (Z)	0.817–0.863	0.719	Valid
Purchase Decision (Y)	0.832–0.871	0.730	Valid

Source: Processed data (2026)

All outer loading values were above 0.70, and all AVE values were above 0.50. This means that the indicators in each construct adequately represent the measured variables and meet convergent validity.

Table 4. Results of Discriminant Validity Test

Construct pair	HTMT	Limit	Information
Packaging – Brand Image	0.046	<0.90	Fulfilled
Packaging – Purchasing Decisions	0.619	<0.90	Fulfilled
Packaging – Consumer Perception	0.549	<0.90	Fulfilled
Brand Image – Purchase Decision	0.489	<0.90	Fulfilled
Brand Image – Consumer Perception	0.499	<0.90	Fulfilled
Purchasing Decision – Consumer Perception	0.691	<0.90	Fulfilled

Source: Processed data (2026)

The highest HTMT value is 0.691 for the relationship between Purchase Decision and Consumer Perception. This value remains smaller than 0.90, so all constructs have adequate discriminant validity. The Fornell-Larcker results also show that the square root of the diagonal AVE is higher than the correlation between constructs: Packaging 0.912; Brand Image 0.879; Consumer Perception 0.848; and Purchase Decision 0.854.

Table 5. Reliability Test Results

Variables	Cronbach's Alpha	Composite Reliability	Criteria
Packaging (X1)	0.978	0.980	Reliable
Brand Image (X2)	0.958	0.964	Reliable
Consumer Perception (Z)	0.944	0.953	Reliable
Purchase Decision (Y)	0.947	0.956	Reliable

Source: Processed data (2026)

All Cronbach's Alpha and Composite Reliability values were above 0.70. Thus, the indicators for all four constructs have good internal consistency and the instrument is considered reliable.

Structural Model Evaluation (Inner Model)

Inner model evaluation was conducted to assess the structural model's ability to explain the relationships between research variables. Inner model testing in this study included R-squared (R^2), effect size (f^2), Q^2 Prediction, path coefficient, and testing for indirect or mediating effects.

Table 6. R-Square Test Results

Endogenous variables	R^2	Adjusted R^2	Category
Consumer Perception (Z)	0.514	0.509	Currently
Purchase Decision (Y)	0.608	0.601	Currently

Source: Processed data (2026)

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The R^2 of Consumer Perception of 0.514 means that Packaging and Brand Image together are able to explain 51.4% of the variation in Consumer Perception, while 48.6% is explained by other factors outside the model. The R^2 of Purchase Decision of 0.608 means that Packaging, Brand Image, and Consumer Perception together explain 60.8% of the variation in Purchase Decision, while 39.2% is explained by other factors. Based on the criteria of Hair et al. (2022), both values are in the moderate category.

Table 7. Effect Size (f^2) Test Results

Connection	f^2	Category
Packaging → Consumer Perception	0.593	Big
Packaging → Purchase Decision	0.369	Big
Brand Image → Consumer Perception	0.481	Big
Brand Image → Purchase Decision	0.231	Currently

Source: Processed data (2026)

Effect size indicates the relative contribution of an exogenous variable to an endogenous variable. The largest value is found in the influence of Packaging on Consumer Perception (0.593), while the influence of Consumer Perception on Purchasing Decisions is in the small category (0.065).

Table 8. Predictive Relevance Test Results (Q^2 predict)

Endogenous variables	Q^2 predict	RMSE		MAE
Consumer Perception (Z)	0.503	0.715		0.576
Purchase Decision (Y)	0.573	0.663		0.529

Source: Processed data (2026)

The Q^2 predict values for both endogenous variables are greater than zero. Thus, the model has predictive power for Consumer Perception and Purchasing Decisions. The Q^2 predict value for Purchasing Decisions is 0.573, higher than the Q^2 predict value for Consumer Perceptions, which is 0.503.

Table 9. Hypothesis Testing Results

Hypothesis	Connection	B	t-statistics	p-values	Decision
H1	Packaging → Consumer Perception	0.537	10,366	0,000	Accepted
H2	Brand Image → Consumer Perception	0.483	9,240	0,000	Accepted
H3	Packaging → Purchase Decision	0.480	8,140	0,000	Accepted
H4	Brand Image → Purchase Decision	0.366	6,100	0,000	Accepted
H5	Consumer Perception → Purchase Decision	0.228	3,320	0.001	Accepted

Source: Processed data (2026)

All five direct effects had t-statistics >1.96 and p-values <0.05. All direct relationships were positive and significant.

Table 10. Simultaneous Test Results (F-Test)

Mediation hypothesis	Indirect effect (β)	t-statistics	p-values	Information
H6 Packaging → Consumer Perception → Purchase Decision	0.123	3,078	0.002	Significant; partial mediation
H7 Brand Image → Consumer Perception → Purchase Decision	0.110	3,050	0.002	Significant; partial mediation

Source: Processed data (2026)

Both indirect effects are significant. Because the direct effects of packaging and brand image on purchasing decisions also remain significant, consumer perception acts as a partial mediator in both relationships.

DISCUSSION

The Influence of Packaging on Consumer Perception (H1)

The results of the study indicate that packaging has a positive and significant effect on consumer perception with $\beta = 0.537$, $t = 10.366$, and $p < 0.001$. This finding means that the better consumers' assessment of the design, color, information, brand identity, and function of Wardah packaging, the more positive the perception formed. Packaging is the first stimulus that consumers encounter so that visual elements and information can form the basis for initial assessment. This finding is in line with Silayoi and Speece (2007) and research by Sosianika et al. (2022) which places packaging attributes as elements that can shape quality perceptions. In the context of Wardah, attractive and informative packaging can make it easier for consumers to recognize the product and assess the product as high-quality, safe, and trustworthy.

The Influence of Brand Image on Consumer Perception (H2)

Brand image has a positive and significant effect on consumer perception with $\beta=0.483$, $t=9.240$, and $p<0.001$. This means that the stronger the recognition, reputation, trust, and uniqueness of Wardah in the minds of consumers, the more positive the perception of the product. Brand image works as an evaluation framework that helps consumers interpret information about the product. This finding supports Keller (2013) and previous research showing that strong brand associations can increase trust and form positive judgments.

The Influence of Packaging on Purchasing Decisions (H3)

Packaging has a positive and significant effect on purchasing decisions with $\beta=0.480$, $t=8.140$, and $p<0.001$. These results indicate that packaging is not merely a protective measure for the product but can also be a factor that drives consumers to choose and purchase Wardah. Attractive design, easy-to-understand information, clear brand identity, and practical packaging functions can reduce consumer hesitation when evaluating alternatives. These results align with research by Partiwi and Arini (2021) and research on Wardah packaging, which shows that packaging attributes are related to purchasing decisions.

The Influence of Brand Image on Purchasing Decisions (H4)

Brand image has a positive and significant effect on purchasing decisions with $\beta=0.366$, $t=6.100$, and $p<0.001$. Consumers tend to be more confident in choosing brands that are easily recognized, have a good reputation, are trustworthy, and have unique characteristics compared to competitors. In the context of Wardah, its image as a halal, safe, and trusted cosmetic brand is part of the association that can strengthen consumer confidence. This finding supports Aaker (2014), Keller (2013), and Miati's (2020) research regarding the relationship between brand image and purchasing decisions.

The Influence of Consumer Perception on Purchasing Decisions (H5)

Consumer perception has a positive and significant effect on purchasing decisions with $\beta = 0.228$, $t = 3.320$, and $p = 0.001$. Consumers who assess Wardah as having good quality, benefits, safety, and value tend to be more confident in choosing the product. The f^2 value of 0.065 indicates that the contribution of this relationship is in the small category, but the relationship remains significant. This indicates that perception is part of the consumer psychological process that helps translate information and experience into purchasing confidence.

The Role of Consumer Perception in Mediating the Influence of Packaging on Purchasing Decisions (H6)

The indirect effect of packaging on purchasing decisions through consumer perception is $\beta = 0.123$, $t = 3.078$, and $p = 0.002$. These results indicate that packaging not only works directly, but also through perceptions formed after consumers see and interpret packaging attributes. Because the direct effect of packaging on purchasing decisions is also significant, the mediation that occurs is partial. Thus, Wardah packaging can increase purchasing decisions through two channels: providing direct encouragement and forming positive perceptions about the product.

The Role of Consumer Perception in Mediating the Influence of Brand Image on Purchasing Decisions (H7)

The indirect effect of Brand Image on Purchasing Decisions through Consumer Perception is $\beta = 0.110$, $t = 3.050$, and $p = 0.002$. These findings indicate that a strong brand image can shape consumer perceptions of product quality, safety, benefits, and value, which then drive purchasing decisions. Since the direct effect of Brand Image on Purchasing Decisions is also significant, the mediation is partial. These results reinforce the view that consumers not only respond to brand names but also interpret brand associations before making purchasing choices.

4. CONCLUSION AND SUGGESTIONS

Based on the research results, it can be concluded that:

1. Packaging has a positive and significant influence on consumer perception.
2. Brand Image has a positive and significant influence on Consumer Perception.
3. Packaging has a positive and significant influence on purchasing decisions.
4. Brand Image has a positive and significant influence on Purchasing Decisions.
5. Consumer perception has a positive and significant influence on purchasing decisions.
6. Consumer perception partially mediates the influence of packaging on purchasing decisions.
7. Consumer perception partially mediates the influence of brand image on purchasing decisions.

Overall, the R^2 value indicates that Packaging and Brand Image explain 51.4% of the variation in Consumer Perception, while Packaging, Brand Image, and Consumer Perception explain 60.8% of the variation in Purchase Decision. A positive $Q^2_{predict}$ value indicates the model has predictive ability. For Wardah, the research results demonstrate the importance of maintaining attractive, informative, recognizable, and practical packaging design, as well as maintaining a strong and trusted brand image. For consumers, purchasing decisions should not be based solely on packaging appearance or brand popularity, but also consider product information, benefits, safety, and suitability. For future researchers, research can expand the respondent pool and add variables such as price, product quality, promotions, electronic word of mouth, lifestyle, or consumer trust.

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