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## ABSTRACT

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### *EFFECT OF DESIGN PACKAGING ON CONSUMER PURCHASE DECISION ON FORE COFFEE FOR MILLENIALS GENERATIONS*

*Fore Coffee is a start-up coffee shop that provides high quality coffee for all coffee lovers in Indonesia. This shop combines the concept of futuristic, environmentally friendly, and also quality excellence. The purpose of this research is to know the influence of packaging design on the interest of buying products from Fore Coffee among Millennials.*

*In this research authors use 2 types of variables including variable X (packaging design using the theory Ansari and Siddiqui, 2019) and variable Y (purchase decision using Kotler and Keller, 2012) This type of research that has been lived is a type of quantitative research, then analysis data technique by using regression.*

*Based on the results of the research that has been done shows that Fore Coffee has a decision effect of 32.1% on purchasing decisions. It is hoped that this research can be useful as practitioners in taking the decision step to determine the marketing strategy to know the influence of marketing mix to buying interest.*

*Keywords: Design, Millennials, Packaging, Purchase Decision.*