

Analysis of the Influence of Consumer Behavior, Influencer Marketing, and Product Packaging on Purchasing Decisions for Reyshaka Interior Products

Nike Nanda Pratiwi¹, Imam Syairozi², Evi Fitrotun³

Program Studi Magister Manajemen, Pascasarjana, Universitas Islam Lamongan
Email: nikenandapратиwi@unisla.ac.id imamsyairozi@unisla.ac.id evifitrotun@unisla.ac.id

Article Info	ABSTRACT
Keywords: Influencer; Marketing; Interior.	Study This aim For know analysis influence of Influencer marketing and product packaging to decision purchase product Reyshaka Interior. Type of research used is study quantitative descriptive . Population in study This is 270 people with amount a sample of 100 consumers was taken from long-time customer of Reyshaka Interior. Data collection techniques deploy questionnaire to respondents . Analysis of the data used is PLS SEM. Study This starting in November 2023 to March 2024. From the results study can concluded that variable influencer marketing and product packaging in a way damn influential significant on purchasing decisions product Reyshaka Interior with value 0.000. The most dominant is variable influencer marketing against behavior consumer with value 0.395. Variable behavior consumers can do it too mediate variable influencer marketing and product packaging in a way damn influential significant on purchasing decisions product Reyshaka Interior with values 0.031 and 0.042.
This is an open access article under the CC BY-NC license 	Corresponding Author: Nike Nanda Pratiwi ¹ , Imam Syairozi ² , Evi Fitrotun ³ Program Studi Magister Manajemen, Pascasarjana, Universitas Islam Lamongan nikenandapратиwi@unisla.ac.id

INTRODUCTION

In today's rapidly advancing digital era, the development of the internet has significantly increased its utilization, particularly in Indonesia. It is undeniable that almost every aspect of daily life has been influenced by the internet. Today, the internet is not only used for communication but also for business activities, online shopping, transportation ticket reservations, and marketing communications.

The emergence of digital marketing trends has created new forms of marketing, encouraging many Micro, Small, and Medium Enterprises (MSMEs) to shift from offline to online sales through more cost-effective payment methods. Social media serves as a platform where people interact, share information, and exchange ideas through virtual communities. The most commonly used social media platforms include Facebook, WhatsApp, Instagram, and TikTok. Given the widespread use of social networking platforms, social media has become an effective medium for creative businesses to expand their market by promoting products easily and

attracting consumers worldwide. Among these platforms, TikTok has become one of the most popular marketing channels.

TikTok is a short-video platform that allows users to express their creativity and ideas freely through engaging video content. Officially launched in September 2017, TikTok has enabled individuals and businesses to promote products creatively using short videos. With today's advanced social media technology, promoting products has become easier than ever. However, several factors influence consumers' willingness to use social media platforms and their interest in the products being offered.

Two of the most important factors are influencer marketing and product packaging. Influencer marketing refers to individuals who influence target audiences with the aim of increasing brand reach, sales, and consumer relationships (Sudha & Sheena, 2019). Influencer marketing has become one of the most effective marketing strategies in the digital era. Influencers on platforms such as Instagram, WhatsApp, and TikTok have the ability to shape consumer opinions and purchasing behavior regarding specific products or services. By having a large and highly engaged audience, influencers become trusted voices capable of providing recommendations and product reviews that are highly valued by their followers. Through creative content such as unboxing videos, product reviews, and demonstrations of everyday product use, influencers establish more personal relationships with consumers. The success of influencer marketing lies not only in its extensive reach but also in the level of trust and engagement that influencers build with their audiences.

The second factor is product packaging. Product packaging refers to the materials used to wrap and protect products, whether they come into direct contact with food or not (Kotler & Armstrong, as cited in Tannady, 2022). Product packaging is designed to protect, present, and promote a product. It involves selecting appropriate materials, creating attractive designs, and ensuring practical functionality to enhance consumer appeal while protecting products during storage and distribution. In addition, packaging reflects a brand's identity and product value. The development of product packaging encompasses not only aesthetic aspects but also safety, convenience, and the information communicated to consumers. The selected materials should be appropriate for both the product type and environmental conditions. Effective packaging can create a positive consumer experience, differentiate products from competitors, and strengthen brand loyalty. Therefore, packaging design plays a crucial role in the success of product marketing.

Beyond its functional and aesthetic roles, sustainability has become an increasingly important consideration in packaging development. The use of environmentally friendly materials and sustainable packaging designs enables companies to fulfill their social and environmental responsibilities. Furthermore, technology can be integrated into packaging through smart labels or tracking technologies to improve supply chain efficiency and provide additional value to consumers. Comprehensive market research is also necessary to understand consumer preferences, industry trends, and product functionality requirements. Aligning packaging design with brand identity and company values creates a consistent impression in consumers' minds. Consequently, companies can develop packaging that not only satisfies technical requirements but also establishes strong emotional connections with consumers.

Although numerous studies have examined the influence of influencer marketing and product packaging on purchasing decisions, the present study differs in terms of its research object and target population. As attractive home decoration has become increasingly popular, this study focuses on the interior design industry. Interior design is defined as the planning of layouts and the design of interior spaces within buildings (Dodsworth, 2022), with the objective of creating environments that enable occupants to perform activities effectively and comfortably.

The researcher also seeks to investigate whether influencer marketing and product packaging significantly affect consumer purchasing decisions, particularly considering the increasing use of social media as a promotional platform. Therefore, this study is entitled: "Analysis of the Influence of Consumer Behavior, Influencer Marketing, and Product Packaging on Purchasing Decisions for Reyshaka Interior Products."

LITERATURE REVIEW

Marketing Management

According to Kotler and Keller (2022), marketing management is the art and science of selecting target markets and attracting, retaining, and growing customers by creating, delivering, and communicating superior customer value. Marketing encompasses ten major categories: goods, services, people, properties, organizations, events, ideas, information, experiences, and places. Effective marketing management also requires marketing communication, which is a crucial element in determining the success of marketing activities. Without effective communication, companies are unable to introduce and promote their products to consumers successfully. Through marketing communication, companies can establish stronger relationships with their customers. Examples of marketing communication activities include advertising and promotional campaigns.

In line with the rapid development of information and communication technology, business competition has become increasingly intense. Advances in technology have encouraged companies to compete more aggressively in attracting consumers and expanding their market share. Consequently, producers must develop products and services that meet consumer needs and preferences. Consumer behavior is an essential field of study because it enables marketers to better understand consumers' needs, wants, and expectations. A comprehensive understanding of consumer behavior significantly influences purchasing decisions, thereby increasing consumers' willingness to purchase products available in the market.

The primary objective of marketing activities is to influence consumers to purchase the products and services offered by a company when they need them. According to Anisa and Sitohang (2021), consumer behavior is studied for two main reasons:

1. Consumer behavior is important in everyday life. If consumers consistently exhibited the same purchasing behavior, studying consumer behavior would be less important. However, because consumers continuously interact with their environment, their behavior changes over time, sometimes even from day to day. Therefore, understanding consumer behavior is essential for identifying the reasons behind these behavioral changes and the factors that influence them.

2. Consumer behavior is important for decision-making. Every purchasing decision is based on specific considerations, whether consciously or unconsciously. The consumer decision-making process is closely related to psychological factors as well as external influences. By understanding consumer behavior, marketers can more accurately explain how consumers make purchasing decisions.

According to Philip Kotler, as cited in Mustapa Husein Sinaga (2020), the indicators of consumer behavior consist of product, price, promotion, and place (distribution).

Influencer Marketing

The rapid advancement of technology has transformed marketing practices, encouraging businesses to adopt digital marketing strategies. The emergence of various social media platforms has led many companies to utilize these platforms for advertising and promotional activities. According to Sugiharto and Ramadhan (2018), an influencer is an individual whose opinions or recommendations can influence others and who typically has a large number of followers or audiences. However, an influencer does not necessarily have to be a celebrity. Ordinary individuals can also be considered influencers if their opinions and recommendations significantly affect the attitudes or behaviors of others.

Influencer marketing involves creating content, such as videos or photographs, featuring products that are introduced to the public from the influencer's personal perspective and based on their actual experience with the product. The content is then shared through the influencer's social media platforms. Because such content emphasizes authenticity and honesty, it is considered more trustworthy and can effectively encourage consumers to purchase the promoted products (Anjani & Irwansyah, 2020).

Consumer behavior varies from one individual to another due to various internal and external stimuli that influence purchasing decisions. These stimuli include economic, financial, technological, political, and cultural factors, as well as marketing-related information concerning product attributes, pricing, distribution channels, and promotional activities. According to Solis, as cited in Suhendra (2023), the indicators of influencer marketing include: Engagement (number of followers and audience interaction); Reach (number of viewers reached); and Impression (the overall perception created by the influencer's content).

Product Packaging

According to Hantoro and Soewito, as cited in Erda Fitriani (2020), packaging can simply be defined as a method of delivering products to consumers in good condition while providing appropriate protection through well-designed packaging. Packaging is a process that involves both designing and producing product containers. Its primary function is to protect products and maintain their quality throughout storage and distribution.

Packaging plays an important role because it is directly related to the packaged product while simultaneously contributing to its market value and brand image. Although some people argue that packaging merely generates waste and increases selling costs, effective packaging can actually enhance a product's image and provide additional value in the marketplace. Furthermore, packaging protects products from environmental factors such as weather conditions, sunlight, temperature fluctuations, physical impacts during transportation, stacking

pressure, and contamination, thereby ensuring that product quality is maintained until it reaches consumers.

Purchase Decision

According to Edwin Zusrony (2018), a purchase decision is a stage in the buyer's decision-making process that involves determining whether or not to purchase a product or service. A purchase decision reflects a consumer's intention to buy or use the products or services offered. Kotler and Keller, as cited in Sifa Nur Uyun (2022), explain that the consumer decision-making process is a fundamental psychological process that plays an important role in understanding how consumers actually make purchasing decisions. Purchasing decisions involve individuals who are directly engaged in obtaining and using the products offered in the marketplace.

According to Kotler and Armstrong, as cited in Ranny Dwijayanti (2022), the consumer purchase decision process consists of the following stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. According to Nel Arianty (2021), the indicators of purchase decisions include: Need recognition; Information search; Evaluation of alternatives; Purchase decision; and Post-purchase behavior.

Interior Design

According to Christina (2021), design is a planning pattern that serves as the foundation for creating an object through careful thought, consideration, calculation, creativity, aesthetics, and artistic diversity. Contemporary interior design is characterized by flexibility and variation in spatial arrangements while maintaining simplicity and clarity in emphasizing each functional space (Hendri, 2021).

Interior design provides numerous benefits, including promoting both physical and mental well-being. Moreover, interior design is not limited to residential buildings but can also increase the value and functionality of commercial offices, event venues, and business establishments (Maindra et al., 2022). Well-designed interior spaces improve comfort, functionality, and the overall experience of occupants while enhancing the aesthetic appeal and value of a property.

RESEARCH METHODS

This study employed a quantitative research approach. According to Sugiyono (2022), quantitative research is a statistical research method used to describe or illustrate the characteristics of an object based on sample or population data as they naturally occur, without conducting subjective interpretation, while allowing conclusions to be generalized to the broader population.

The variables used in this study consisted of influencer marketing and product packaging as the independent variables, purchase decision as the dependent variable, and consumer behavior as the mediating variable.

This study utilized primary data, which were collected directly from consumers through questionnaires, interviews, and observations. The respondents consisted of customers of Reyshaka Interior who were selected as the research sample. The study population comprised

270 consumers who purchased interior products from Reyshaka Interior during the 2021–2023 period.

The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The analytical procedures included measurement model analysis (outer model) and structural model analysis (inner model). Hypothesis testing was conducted using the R-Square (R^2), Goodness-of-Fit (GoF), F-Square (f^2), and Path Coefficient tests.

RESULTS AND DISCUSSION

Measurement Model (Outer Model)

Convergent Validity

The commonly accepted rule of thumb for assessing convergent validity is that the outer loading value should exceed 0.70, while the Average Variance Extracted (AVE) should be greater than 0.50 (Jogiyanto Hartono & Abdillah, 2019).

Table 1. Convergent Validity

Variable	Indicator	Outer Loading	AVE	Remarks
Influencer Marketing	1	0.836	0.640	Valid
	2	0.709		
	3	0.848		
Product Packaging	1	0.789	0.554	Valid
	2	0.741		
	3	0.701		
Purchase Decision	1	0.755	0.535	Valid
	2	0.715		
	3	0.745		
	4	0.710		
	5	0.733		
Consumer Behavior	1	0.779	0.563	Valid
	2	0.781		
	3	0.714		
	4	0.723		

Source: Primary data processed (2024).

Interpretation

- The Influencer Marketing construct consists of three indicators with outer loading values of 0.836, 0.709, and 0.848. All loading values exceed the recommended threshold of 0.70, indicating satisfactory indicator reliability. Furthermore, the construct achieved an AVE value of 0.640, which is above the recommended threshold of 0.50, confirming adequate convergent validity.
- The Product Packaging construct comprises three indicators with outer loading values of 0.789, 0.741, and 0.701. Since all loading values are greater than 0.70, the indicators are considered valid. The construct also achieved an AVE value of 0.554, exceeding the minimum acceptable value of 0.50, thereby demonstrating satisfactory convergent validity.

- c. The Purchase Decision construct consists of five indicators with outer loading values of 0.755, 0.715, 0.745, 0.710, and 0.733. All indicators satisfy the recommended loading criterion of 0.70. In addition, the construct's AVE value of 0.535 exceeds the recommended threshold of 0.50, indicating that the construct possesses adequate convergent validity.
- d. The Consumer Behavior construct consists of four indicators with outer loading values of 0.779, 0.781, 0.714, and 0.723. Since all indicator loadings are above 0.70, the indicators are considered valid. The construct also obtained an AVE value of 0.563, which exceeds the recommended threshold of 0.50, confirming satisfactory convergent validity.

Composite Reliability and Cronbach's Alpha

The recommended threshold for assessing Composite Reliability (CR) and Cronbach's Alpha is greater than 0.70. However, values above 0.60 are generally considered acceptable, particularly in exploratory research.

Table 2. Composite Reliability and Cronbach's Alpha

Variable	Composite Reliability	Cronbach's Alpha	Remarks
Influencer Marketing	0.841	0.716	Reliable
Product Packaging	0.788	0.712	Reliable
Purchase Decision	0.852	0.783	Reliable
Consumer Behavior	0.837	0.740	Reliable

Source: Primary data processed (2024).

Interpretation

- a. The Influencer Marketing construct achieved a Composite Reliability value of 0.841 and a Cronbach's Alpha value of 0.716. Since both values exceed the recommended threshold of 0.70, the construct demonstrates satisfactory internal consistency and is therefore considered reliable.
- b. The Product Packaging construct obtained a Composite Reliability value of 0.788 and a Cronbach's Alpha value of 0.712. As both values are greater than 0.70, the construct satisfies the reliability criterion and is considered reliable.
- c. The Purchase Decision construct achieved a Composite Reliability value of 0.852 and a Cronbach's Alpha value of 0.783. Both values exceed the recommended threshold of 0.70, indicating that the construct possesses good internal consistency and is reliable.
- d. The Consumer Behavior construct obtained a Composite Reliability value of 0.837 and a Cronbach's Alpha value of 0.740. Since both values are above 0.70, the construct is considered reliable and demonstrates adequate internal consistency.
- e. Overall, the results indicate that all constructs satisfy the recommended criteria for Composite Reliability and Cronbach's Alpha, confirming that the measurement model exhibits good internal consistency and that the indicators consistently measure their respective latent constructs.

Structural Model (Inner Model)

Coefficient of Determination (R^2)

The coefficient of determination (R^2) is used to assess the extent to which endogenous constructs are explained by exogenous constructs. The R^2 value ranges from 0 to 1, where a value of 0.25 indicates a weak explanatory power, 0.50 indicates a moderate explanatory power, and 0.75 indicates a substantial explanatory power (Joseph F. Hair Jr. et al., 2011; 2012).

Table 3. Coefficient of Determination (R^2)

Endogenous Construct	R^2	Adjusted R^2
Purchase Decision	0.654	0.643
Consumer Behavior	0.555	0.546

Source: Primary data processed (2024).

Interpretation

1. The Purchase Decision construct has an R^2 value of 0.654 and an Adjusted R^2 value of 0.643. This indicates that Influencer Marketing and Product Packaging jointly explain 65.4% of the variance in purchase decisions, while the remaining 34.6% is explained by other variables not included in the model. Based on the classification proposed by Hair et al. (2011; 2012), this level of explanatory power is considered moderate, indicating that the structural model has satisfactory predictive capability.
2. The Consumer Behavior construct has an R^2 value of 0.555 and an Adjusted R^2 value of 0.546. This indicates that Influencer Marketing and Product Packaging jointly explain 55.5% of the variance in consumer behavior, whereas the remaining 44.5% is attributable to other factors outside the scope of this study. According to the criteria proposed by Hair et al. (2011; 2012), this R^2 value also represents a moderate level of explanatory power, suggesting that the model adequately explains variations in consumer behavior.

Effect Size (f^2)

The effect size (f^2) is used to evaluate the contribution of each exogenous construct to an endogenous construct within the structural model. It measures the change in the R^2 value when a particular exogenous variable is omitted from the model. According to the recommended criteria, an f^2 value of 0.02 indicates a small effect, 0.15 indicates a medium effect, and 0.35 indicates a large effect.

Table 4. Effect Size (f^2)

Exogenous Construct	Purchase Decision	Consumer Behavior
Influencer Marketing	0.155	0.395
Product Packaging	0.169	0.132
Consumer Behavior	0.091	–

Source: Primary data processed (2024).

Interpretation

1. Influencer Marketing has an f^2 value of 0.155 on Purchase Decision, indicating a medium effect size. This suggests that Influencer Marketing makes a moderate contribution to explaining variations in consumers' purchase decisions.

2. Product Packaging has an f^2 value of 0.169 on Purchase Decision, which also represents a medium effect size. This finding indicates that Product Packaging has a moderate influence on consumers' purchase decisions.
3. Influencer Marketing has an f^2 value of 0.395 on Consumer Behavior, indicating a large effect size. This result suggests that Influencer Marketing is a substantial determinant of consumer behavior within the proposed structural model.
4. Product Packaging has an f^2 value of 0.132 on Consumer Behavior, indicating a small effect size. Although its contribution is statistically meaningful, its influence on consumer behavior is relatively limited compared with Influencer Marketing.
5. Consumer Behavior has an f^2 value of 0.091 on Purchase Decision, indicating a small effect size. This finding suggests that Consumer Behavior contributes to explaining purchase decisions, although its effect is relatively modest within the structural model.

Mediation Analysis

Table 5. Specific Indirect Effects

Specific Indirect Effects	Original Sample	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value
Influencer Marketing (X1) → Consumer Behavior (Z) → Purchase Decision (Y)	0.139	0.138	0.064	2.163	0.031
Product Packaging (X2) → Consumer Behavior (Z) → Purchase Decision (Y)	0.080	0.080	0.039	2.039	0.042

Source: Primary Data, 2024

Explanation

Based on Table 5 (Specific Indirect Effects), the relationship between Influencer Marketing and Purchase Decision, mediated by Consumer Behavior, is positive and statistically significant, as indicated by a P-value of 0.031, which is less than 0.05. This finding suggests that Consumer Behavior partially mediates the effect of Influencer Marketing on Purchase Decision (Partial Mediation).

Similarly, the relationship between Product Packaging and Purchase Decision, mediated by Consumer Behavior, is also positive and statistically significant, with a P-value of 0.042, which is less than 0.05. Therefore, Consumer Behavior partially mediates the effect of Product Packaging on Purchase Decision (Partial Mediation).

Hypothesis Testing

Hypothesis testing was conducted to examine the direct and indirect effects among the research variables. The hypotheses were evaluated using the T-statistic and P-value criteria. A hypothesis is accepted if the P-value is less than 0.05, indicating statistical significance. In addition, the T-statistic must be greater than 1.64 for a one-tailed hypothesis test.

Table 6. Hypothesis Testing

No.	Hypothesis	Analysis
1	Influencer Marketing → Purchase Decision	Original Sample = 0.342 P-Value = 0.001 T-Statistic = 3.415 T-Table = 1.96 T-Statistic > T-Table (Hypothesis Accepted)
2	Influencer Marketing → Consumer Behavior	Original Sample = 0.524 P-Value = 0.000 T-Statistic = 6.720 T-Table = 1.96 T-Statistic > T-Table (Hypothesis Accepted)
3	Product Packaging → Purchase Decision	Original Sample = 0.321 P-Value = 0.000 T-Statistic = 3.533 T-Table = 1.96 T-Statistic > T-Table (Hypothesis Accepted)
4	Product Packaging → Consumer Behavior	Original Sample = 0.302 P-Value = 0.000 T-Statistic = 3.543 T-Table = 1.96 T-Statistic > T-Table (Hypothesis Accepted)
5	Consumer Behavior → Purchase Decision	Original Sample = 0.266 P-Value = 0.011 T-Statistic = 2.548 T-Table = 1.96 T-Statistic > T-Table (Hypothesis Accepted)

Source: Primary Data, 2024

Explanation:

1. Based on the analysis results, Influencer Marketing has a positive and significant effect on Purchase Decision. The Original Sample (path coefficient) is 0.342, which is greater than 0.000. The T-statistic is 3.415, exceeding the T-table value of 1.96, while the P-value is 0.001, which is less than 0.05. Therefore, H_0 is rejected and H_1 is accepted, indicating a positive and statistically significant effect.
2. Based on the analysis results, Influencer Marketing has a positive and significant effect on Consumer Behavior. The Original Sample (path coefficient) is 0.524, which is greater than 0.000. The T-statistic is 6.720, which is higher than the T-table value of 1.96, and the P-value is 0.000, which is less than 0.05. Therefore, H_0 is rejected and H_1 is accepted, indicating a positive and statistically significant effect.
3. Based on the analysis results, Product Packaging has a positive and significant effect on Purchase Decision. The Original Sample (path coefficient) is 0.321, which is greater than 0.000. The T-statistic is 3.533, exceeding the T-table value of 1.96, while the P-value is 0.000, which is less than 0.05. Therefore, H_0 is rejected and H_1 is accepted, indicating a positive and statistically significant effect.
4. Based on the analysis results, Product Packaging has a positive and significant effect on Consumer Behavior. The Original Sample (path coefficient) is 0.302, which is greater than 0.000. The T-statistic is 3.543, which is higher than the T-table value of 1.96, and the P-value is 0.000, which is less than 0.05. Therefore, H_0 is rejected and H_1 is accepted, indicating a positive and statistically significant effect.
5. Based on the analysis results, Consumer Behavior has a positive and significant effect on Purchase Decision. The Original Sample (path coefficient) is 0.266, which is greater than 0.000. The T-statistic is 2.548, exceeding the T-table value of 1.96, while the P-

value is 0.011, which is less than 0.05. Therefore, H_0 is rejected and H_1 is accepted, indicating a positive and statistically significant effect.

Discussion

The Effect of Influencer Marketing on Purchase Decisions for Reyshka Interior Products

Based on the results of Hypothesis 1 (H_1) testing, Influencer Marketing has a positive and significant effect on the Purchase Decision of Reyshka Interior consumers. This is evidenced by an Original Sample (path coefficient) of 0.342, a T-statistic of 3.415, which exceeds the T-table value (1.96), and a P-value of 0.001, which is less than 0.05. These findings indicate that the stronger the influencer marketing strategy, the higher the consumers' purchase decisions.

The positive effect of influencer marketing is also supported by the respondents' distribution data, which demonstrates that influencer marketing significantly influences purchase decisions. The acceptance of the first hypothesis indicates that the effectiveness of influencer marketing plays an important role in encouraging consumers to purchase Reyshka Interior products. This finding suggests that influencers are able to increase product awareness, build consumer trust, and stimulate purchasing intentions through persuasive promotional activities.

The Effect of Product Packaging on Purchase Decisions for Reyshka Interior Products

Based on Hypothesis 2 (H_2) testing, Product Packaging has a positive and significant effect on the Purchase Decision of Reyshka Interior consumers. The results show an Original Sample (path coefficient) of 0.321, a T-statistic of 3.533, which is greater than the T-table value (1.96), and a P-value of 0.000, which is less than 0.05. These results indicate that better product packaging leads to higher consumer purchase decisions.

The respondents' responses also confirm that product packaging has a significant partial effect on purchase decisions. The acceptance of the second hypothesis demonstrates that attractive, functional, and protective packaging can enhance consumers' perceptions of product quality and increase their willingness to purchase Reyshka Interior products.

The Simultaneous Effect of Influencer Marketing and Product Packaging on Purchase Decisions for Reyshka Interior Products

Based on Hypothesis 3 (H_3) testing, the simultaneous influence of Influencer Marketing and Product Packaging on Purchase Decisions was evaluated using the R-square value. The results show an R-square value of 0.654 and an Adjusted R-square of 0.643, indicating that 65.4% of the variance in purchase decisions is explained by influencer marketing and product packaging, while the remaining 34.6% is explained by other variables outside the research model.

These findings indicate that the model has strong explanatory power. Therefore, improvements in influencer marketing activities and product packaging quality will significantly enhance consumers' purchase decisions. Influencer marketing strengthens consumers' awareness and confidence in the product, while attractive and protective packaging increases product value and consumer satisfaction, ultimately encouraging purchasing behavior.

The Most Dominant Variable Between Influencer Marketing and Product Packaging on Consumer Behavior and Purchase Decisions

Based on Hypothesis 4 (H4) testing using the F-square (effect size) analysis, Influencer Marketing has an F-square value of 0.155 on Purchase Decision, indicating a medium effect, while Product Packaging has an F-square value of 0.169, which also represents a medium effect. Regarding Consumer Behavior, Influencer Marketing has an F-square value of 0.395, indicating a large effect, whereas Product Packaging has an F-square value of 0.091, indicating a small effect. These findings demonstrate that Influencer Marketing is the most dominant variable affecting Consumer Behavior.

The acceptance of the fourth hypothesis indicates that influencer marketing plays a more substantial role than product packaging in shaping consumer behavior. Consumers are more likely to be influenced by recommendations and promotional content delivered by trusted influencers, which subsequently affects their purchasing decisions.

The Mediating Effect of Consumer Behavior on the Relationship Between Influencer Marketing and Purchase Decisions

Based on Hypothesis 5 (H5) testing using the Specific Indirect Effect, Consumer Behavior significantly mediates the relationship between Influencer Marketing and Purchase Decision. This is evidenced by a P-value of 0.031, which is below the significance level of 0.05, indicating a statistically significant indirect effect. Therefore, Consumer Behavior acts as a partial mediator (Partial Mediation).

These findings suggest that influencer marketing not only directly influences purchase decisions but also indirectly affects them by shaping consumer behavior. Effective influencer marketing can encourage positive consumer attitudes and purchasing intentions, thereby increasing the likelihood of making a purchase.

The Mediating Effect of Consumer Behavior on the Relationship Between Product Packaging and Purchase Decisions

Based on Hypothesis 6 (H6) testing using the Specific Indirect Effect, Consumer Behavior significantly mediates the relationship between Product Packaging and Purchase Decision. The analysis shows a P-value of 0.042, which is less than 0.05, indicating a significant indirect relationship. Thus, Consumer Behavior serves as a partial mediator (Partial Mediation).

These results indicate that attractive and functional product packaging influences purchase decisions not only directly but also indirectly by affecting consumer behavior. Well-designed packaging enhances consumers' perceptions of product quality and value, encourages favorable behavioral responses, and ultimately strengthens their purchasing decisions.

CONCLUSION

Based on the quantitative research findings and discussion presented above, the following conclusions can be drawn:

1. Measurement Model (Outer Model)

The validity and reliability tests indicate that the variables of Influencer Marketing, Product Packaging, Purchase Decision, and Consumer Behavior are valid and reliable, as all measurement indicators have values exceeding 0.70.

2. Structural Model (Inner Model)

The structural model evaluation shows that Influencer Marketing and Product Packaging have strong explanatory power in predicting Purchase Decision. The model produced an R-square value of 0.654 (Adjusted R-square = 0.643), indicating that 65.4% of the variance in purchase decisions is explained by these variables, while the remaining 34.6% is explained by other factors outside the research model.

3. Mediation Analysis

The mediation analysis demonstrates that Consumer Behavior partially mediates the relationship between Influencer Marketing and Purchase Decision, as well as the relationship between Product Packaging and Purchase Decision. Therefore, both indirect relationships are classified as partial mediation.

4. Hypothesis Testing

The hypothesis testing results reveal that Influencer Marketing has a positive and significant effect on Purchase Decision, and Product Packaging also has a positive and significant effect on Purchase Decision. Furthermore, Influencer Marketing and Product Packaging simultaneously have a significant effect on Purchase Decision. Among the independent variables, Influencer Marketing exerts the most dominant influence on Consumer Behavior. In addition, Consumer Behavior significantly mediates the effect of Influencer Marketing on Purchase Decision and also mediates the relationship between Product Packaging and Purchase Decision.

Recommendations

Based on the research findings, Reyshka Interior is encouraged to strengthen its influencer marketing strategy by collaborating with credible influencers whose audiences match the target market, as this variable has the strongest influence on consumer behavior. The company should also continue improving product packaging by emphasizing attractive visual design, functionality, and product protection to enhance consumer perceptions and purchasing decisions. Future researchers are recommended to include additional variables, such as brand image, product quality, price perception, electronic word-of-mouth (e-WOM), customer satisfaction, or trust, in order to provide a more comprehensive understanding of the factors influencing purchase decisions.

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