

ABSTRACT

This study aims to analyze the influence of Packaging Attributes and Brand Image on Consumer Purchase Intention toward the Ranusa Andaliman Chicken product. The research is driven by a gap between the increasing brand awareness—reflected in positive online reviews and rising social media engagement—and the stagnant product sales figures. This discrepancy raises questions about the effectiveness of packaging and brand image in stimulating consumer buying behavior.

A quantitative approach was employed, using a survey method to collect data from 130 respondents selected through purposive sampling. The data were analyzed using multiple linear regression to examine the relationship and contribution of the independent variables—Packaging Attributes (X1) and Brand Image (X2)—on the dependent variable, which is Purchase Intention (Y). The research framework is based on relevant consumer behavior and marketing theories that emphasize the visual and emotional factors in purchase decisions.

The findings reveal that both Packaging Attributes and Brand Image have a significant and positive influence on Purchase Intention. The t-values for Packaging Attributes (11.787) and Brand Image (7.316) exceed the critical value, indicating strong partial effects. The model also demonstrates a high level of explanatory power, with an F-value of 190.977 and an adjusted R square of 0.747, meaning that 74.7% of the variance in Purchase Intention can be explained by the two independent variables. These results highlight the strategic importance of product packaging design and brand positioning in increasing market appeal, particularly within the competitive packaged food industry.

Keywords: *Packaging Attributes, Brand Image, Purchase Intention, Food Product, Ranusa*