

The Effect of Brand Image and Packaging on The Purchase Decision of SGM Milk in Palembang City

Reni Audila*

IBA University

Sri Ermelia

IBA University

Asma Mario

IBA University

***Correspondence:** Reni Audila
reninagasaki@gmail.com

Received: 14-05-2025
Accepted: 23-06-2025
Published: 30-07-2025

Copyright © 2025 by author(s)
and Scientific Research
Publishing Inc.

This work is licensed under the
Creative Commons Attribution
International License (CC BY
4.0).

<http://creativecommons.org/licenses/by/4.0/>



Open Access

Abstract

This study aims to analyze the influence of brand image and packaging on the purchase decision of SGM milk in Palembang City. This is a quantitative study using primary data obtained through an online questionnaire distributed using Google Forms to consumers. The population of this study was all consumers interested in purchasing SGM milk products in Palembang City. The sample used in this study consisted of 272 respondents selected using accidental sampling. The data obtained were analyzed using multiple linear regression with SPSS version 26, which involved validity, reliability, classical assumption tests, and hypothesis testing to obtain accurate results. Based on the analysis results, the coefficient of determination (R^2) was found to be 61.3%, indicating that brand image and packaging together can explain 61.3% of the variability in purchase decisions, while the remaining 38.7% is influenced by other factors not observed in this study. The results of this study indicate that brand image has a significant influence on purchasing decisions, and packaging also significantly influences purchasing decisions for SGM milk products in Palembang City. Thus, both variables play an important role in determining consumers' decisions to purchase SGM milk products.

Keywords

Brand Image, Packaging, Purchasing Decision

Introduction

The background of this study focuses on the increasingly intense competition in the food and beverage industry, particularly in the formula milk market in Indonesia. This fierce competition poses a major challenge for companies in maintaining the appeal of their products in a highly dynamic market. Formula milk, such as SGM, has a significant market share, given the growing awareness among Indonesians of the importance of nutrition for children. Based on data from the Indonesian Dairy Industry Association (AIPS), per capita milk consumption in Indonesia continues to increase every year, driven by two main factors: increased purchasing power and lifestyle changes that are increasingly health and nutrition conscious.

Sarihusada Generasi Mahardhika (SGM) is one of the most well-known milk brands in Indonesia. This brand is widely recognized as a product that supports children's growth and development. With a commitment to meeting international nutritional standards, SGM milk products are continuously developed based on the latest research and innovations. SGM milk contains a combination of essential vitamins and minerals such as calcium, iron, vitamin D, and others that help meet children's daily nutritional needs. Additional benefits include supporting bone growth, muscle development, and brain development, as well as strengthening children's immune systems thanks to its zinc, vitamin C, and prebiotic content. This product is particularly important for children with unbalanced diets who require additional nutritional supplementation. Given the large number of children in Palembang City, the market potential for SGM milk is increasingly promising.

Table 1. Number of Children in Palembang City Year 2023

Group Age	Number of Children by Age Group (Souls)					
	Boy		Girl		Boy+Girl	
	2022	2023	2022	2023	2022	2023
0-4	384.415	380.178	366.994	363.552	751.409	743.730
5-10	399.338	397.604	381.817	379.913	781.155	777.517

In this context, brand image is a key element in building consumer loyalty. Brand image is the perception that consumers have about a product, which is often influenced by various factors such as quality, experience, and the value provided by the product. Tjiptono (2022) explains that brand image is “the impression or perception consumers have of a brand, which is formed based on their knowledge, experience, and interaction with the brand.” Therefore, brand image plays a crucial role in shaping consumer purchasing decisions, as consumers tend to choose products perceived to have good quality and reputation.

In addition to brand image, product packaging also plays a vital role in influencing purchasing decisions. Packaging, according to Tjiptono (2022), encompasses all planning and implementation activities related to product packaging, including design, production, and distribution of physical packaging, as well as the selection of materials and graphics used on the packaging. Attractive and functional packaging can increase the appeal of a product in the eyes of consumers and create a positive impression that reinforces purchasing decisions.

The purchasing decision itself is a complex process, in which consumers go through a series of stages involving awareness of needs, search for alternatives, evaluation of alternatives, purchasing decisions, and feelings after purchase (Kotler, 2022). Furthermore, Ermeila (2017) explains that the most complex purchasing decisions are influenced by external factors such as personality, self-concept, consumers' subjective perceptions of information, and different

purchasing situations for each individual. This shows that purchasing decisions are not only influenced by internal factors of consumers but also by external factors that influence their perceptions and choices regarding products. Therefore, this study aims to explore further how brand image and packaging influence the purchase decision of SGM milk in Palembang City, as well as to understand the factors that influence the decision-making process, so that companies can develop more effective marketing strategies in facing increasingly intense market competition.

Methods

This research method uses a quantitative approach with the aim of analyzing the influence of brand image and packaging on the purchase decision of SGM milk products in Palembang City. The population used in this study was all consumers interested in purchasing SGM milk products in Palembang City. For sampling, this study used the Accidental Sampling method, in which samples were selected based on chance and certain criteria that had been determined beforehand. The sample criteria were SGM milk consumers residing in Palembang City, specifically mothers who purchased SGM milk products at local markets.

The number of samples taken in this study was 272 respondents, calculated based on Cronbach's Alpha table with a 10% error rate. The sample size was determined based on considerations to obtain representative results from the existing population. The respondents selected were consumers who actively purchased SGM milk products in Palembang City and met the criteria set by the researcher (Pasaribu, 2023).

The type of data used in this study was quantitative data. The data was obtained through an online questionnaire distributed using the Google Form platform. The questionnaire contained a series of statements regarding the variables studied, namely brand image, packaging, and purchasing decisions for SGM milk products. The questionnaire was distributed to respondents through social media, with the aim of obtaining responses from consumers who had purchased the product. Each respondent was asked to provide answers based on their personal assessment of the statements related to brand image, packaging, and purchasing decisions. Using this approach, this study aims to obtain valid and representative data to analyze the influence of brand image and packaging on the purchase decision of SGM milk in Palembang City. The entire data collection process was conducted online to facilitate respondent accessibility and enhance data collection efficiency.

Results and Discussion

Result

Respondent Demographics

Based on data obtained from 272 respondents, the age distribution of respondents is as follows: 35 respondents (13%) were under 20 years old, 160 respondents (59%) were between 20 and 40 years old, and 76 respondents (28%) were over 40 years old. This indicates that the majority of respondents are from the productive age group, which may have a significant influence on purchasing decisions for SGM milk products. Furthermore, based on the respondents' educational level, there were 26 respondents (10%) with elementary school education, 57 respondents (21%) with junior high school education, 105 respondents (39%) with senior high school/vocational school education, 44 respondents (16%) with diploma education, and 39 respondents (14%) with bachelor's degree education. This indicates that the majority of respondents have at least a high school

education, which may influence how they evaluate product information and make purchasing decisions. Finally, based on the respondents' employment status, 36 respondents (13%) were self-employed, 69 respondents (25%) were employees, 140 respondents (51%) were housewives, and 29 respondents (11%) were unemployed. The majority of respondents are housewives, which may indicate that purchasing decisions for SGM milk products are largely influenced by their role as decision-makers within the household regarding children's nutritional product consumption.

Validity and Reliability Testing

Validity Testing

Validity testing is a process used to determine the extent to which a research instrument can measure what it is supposed to measure (Sugiyono, 2023). This test aims to ensure that the questionnaire used can truly reflect the variables to be measured. To determine whether the questionnaire is valid, it is necessary to test the scores (values) of each statement against the total score of the questionnaire. The criteria for validity are as follows:

- If the *calculated r* value is $\geq$ *table r* (0.3), the item is declared valid.
- If the *calculated r* value is $\leq$ *table r* (0.3), the item is declared invalid.

Reliability Testing

Reliability testing is a method for measuring a questionnaire as an indicator of a variable (Abdullah, 2023). A measurement instrument is said to be reliable if it provides consistent scores in each measurement. Reliability measures the extent to which an instrument can provide stable and consistent results when used repeatedly.

The results of the data reliability test from the questionnaire show that:

- For the *brand image* variable, Cronbach's Alpha value was 0.676. This value is greater than 0.6, so it can be concluded that the *brand image* variable is reliable.
- For the packaging variable, Cronbach's Alpha value was 0.788. This value is also greater than 0.6, so the packaging variable is declared reliable.
- For the purchase decision variable, Cronbach's Alpha value was 0.784, which is also greater than 0.6. This indicates that the purchase decision variable is also declared reliable.

Based on the results of this reliability test, it can be concluded that all variables tested in this study have a good level of reliability, so the instruments used in this study can be trusted to measure the variables in question.

Multiple Linear Regression Test

Multiple linear regression analysis is used to test hypotheses about the influence of independent variables on dependent variables (Ghozali, 2023). The regression equation obtained can be explained as follows:

Table 2. Multiple Linear Regression Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.772	2.605		2.430	.000
Citra_Merek	.256	.057	.095	4.512	.000
Packaging	.255	.059	.265	4.234	.000

a. Dependent Variable: Purchasing Decision

From the table, the independent variable *X1* has a coefficient of 0.256 and *X2* has a coefficient of 0.255 with a constant of 4.772, resulting in the following regression equation:

$$Y = 4.772 + 0.256 X1 + 0.255 X2$$

Based on the regression equation, the following can be explained:

- Constant Coefficient = 4.772: If *brand image* (*X1*) and *packaging* (*X2*) are equal to 0, then the consumer's purchase decision will be 4.772%.
- Brand Image (*X1*) has a regression coefficient of 0.256. This means that every 1-unit increase in brand image will cause a 0.256-unit increase in purchase decision, assuming other factors remain constant.
- Packaging (*X2*) has a regression coefficient of 0.255. This means that every 1-unit increase in packaging will result in a 0.255-unit increase in purchase decision, assuming all other factors remain constant.

Thus, the results of the multiple linear regression analysis indicate that both brand image and packaging have a positive influence on purchase decision, although their effects are relatively equal in magnitude.

F Test Results (Simultaneous)

This test was conducted to determine whether all independent variables simultaneously influence the dependent variable (Sugiyono, 2023). In other words, this test aims to determine whether brand image and packaging simultaneously influence consumer purchasing decisions.

Table 3. F Test Result
ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	95.286	2	47.643	11.735	.000 ^b
	Residual	1019.076	269	4.060		
	Total	1114.362	271			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), packaging, brand image

Based on the table above, the F test results indicate that the calculated F value is greater than the table value ($11.735 > 2.71$), meaning that H_1 is accepted. Therefore, it can be concluded that the variables Brand Image and Packaging have a significant simultaneous or combined effect on purchasing decisions.

Results of the t-test (partial)

This test was conducted to examine the extent to which one independent variable influences dependent variables individually in the variation of dependent variables (Ghazali, 2021). The following are the results of the individual parametric t-test:

Table 4. t Test Result
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.772	2.605		2.430	.000
	Citra_Merek	.256	.057	.095	4.512	.000
	Packaging	.255	.059	.265	4.234	.000

a. Dependent Variable: Purchasing Decision

Based on the table above, the t-test results for the Citra Melrelk variable (X_1) have a significance level of 0.000, where $t_{\text{calculated}} > t_{\text{table}}$ ($4.512 > 1.651$), therefore H_0 is rejected and H_1 is accepted. Therefore, it can be concluded that Melrelk Image has a significant influence on purchasing decisions. Then, the results of the t-test or $t_{\text{calculated}}$ for the *packaging* variable (X_2) have a significance of 4.234, which is greater than t_{table} 1.651, so H_0 is rejected and H_1 is accepted. Thus, it can be concluded that the packaging variable has a partial effect on purchasing decisions.

Hypothesis test

Hypothesis testing is conducted using an F-test to examine the simultaneous influence of independent variables and a t-test to examine the partial influence of each independent variable. This test aims to confirm the validity of the assumptions that have been made based on the data obtained.

Discussion

The Influence of Brand Image and Packaging on the Purchase Decision of SGM Milk in Palembang City. This study aims to determine the extent of the influence of brand image and packaging on the purchase decision of SGM milk in Palembang City. This study measures the contribution of independent variables (brand image and packaging) in explaining the dependent variable (purchase decision). The results of the analysis indicate that both brand image and packaging have a significant influence on the purchase decision of SGM milk simultaneously. Based on the processed data, the R Square coefficient value is 0.613, which means that 61.3% of purchase decisions are influenced by brand image and packaging together, while the remaining 38.7% are influenced by other factors not analyzed in this study. The Influence of Brand Image on the Purchase Decision of SGM Milk Partially, the results of the study indicate that the brand image variable has a significant influence on the purchase decision of SGM milk in Palembang City. Based on the regression analysis results, the contribution of brand image was found to be 30.7%. This indicates that a positive and strong brand image plays an important role in influencing consumers' decisions to purchase SGM milk products. A good brand image can build consumer trust and motivate them to choose this product amid the many choices of formula milk available. This is in line with the stages of the purchasing decision, which include recognition of needs, information search, evaluation of alternatives, purchasing decision, and feelings after purchase. A strong brand image can influence these stages by creating positive perceptions of the product, which ultimately encourages consumers to make a purchase. The Influence of Packaging on the Purchase Decision

of SGM Milk In addition, the influence of packaging on the purchase decision of SGM milk was also proven to be significant. Based on the results of regression analysis, the contribution of packaging influence on purchasing decisions is 30.6%. This indicates that attractive packaging design, striking colors, and packaging sizes that suit consumer needs greatly influence the decision to purchase SGM milk in Palembang City. Packaging not only functions as a product protector but also as an element that can attract consumers' attention and differentiate this product from other competitors. Good packaging design, with appropriate color selection and packaging size, can be an important factor in influencing consumers' decisions to purchase SGM milk products. Additionally, informative packaging also plays a role in providing consumers with confidence about the benefits of the product they are purchasing. Overall, both brand image and packaging have a significant influence on the purchase decision of SGM milk in Palembang City. Both contribute positively to creating appeal and increasing consumer decisions to purchase this product. Therefore, the company needs to continue strengthening its brand image and innovating in packaging design to maintain the product's competitiveness in an increasingly competitive market.

Conclusion

This study was conducted to determine the influence of brand image and packaging on the purchasing decision of SGM milk in Palembang City. In this study, the author distributed an online questionnaire via Google Form to 272 consumers who had purchased SGM milk products in Palembang City. Based on the analysis conducted, the researcher concluded that the influence of brand image and packaging on purchasing decisions can be explained by 61.3%, while the remaining 38.7% is influenced by other factors such as family, cultural, and social factors.

The influence of brand image on the purchase decision of SGM milk in Palembang City was 30.7%, while the influence of packaging on the purchase decision was 30.6%. Based on the results of this study, the author provides several suggestions that are expected to be useful for the company and further research. For the company, it is recommended to pay more attention to brand image improvement strategies because the results of the study indicate that brand image influences purchase decisions.

Efforts to improve brand image can be made through consistent campaigns, the use of consumer testimonials, and an emphasis on the quality and benefits of SGM milk products. Additionally, companies should pay attention to attractive, informative, and practical packaging design that can capture consumer interest. Regular packaging innovations to align with market trends and consumer needs, particularly among mothers in Palembang City as the primary target market, are also crucial.

For future researchers, it is hoped that they can further evaluate the items in the questionnaire to ensure they accurately represent the variables. Researchers are also advised to add or explore other relevant indicators to measure brand image, packaging, and purchasing decisions in greater depth. Additionally, future researchers may consider using different research methods, such as qualitative or mixed methods, to obtain more comprehensive data. Lastly, researchers are advised to pay attention to the timing of the study to avoid conducting it when respondents are busy, thereby improving response rates and data accuracy.

References

- Abdullah. (2023). *metode penelitian kuantitatif dan kualitatif dalam ilmu sosial*. XYZ.
- Audila, E. dan M. (2025). *pengaruh citra merek dan packaging terhadap keputusan pembelian susu SGM di kota Palembang*.
- Elfya1, R. D. (2023). Pengaruh Desain Kemasan Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Emina Pada Platform E-Commerce Shopee. *Jurnal Aplikasi Bisnis*.
- Erika Damayanti, R. N. (2023). Pengaruh Kemasan dan Kualitas Produk Terhadap Keputusan Pembelian Produk Skincare Somethinc di Bandar Lampung. *Economics and Digital Business Review*, Pages 327 - 344.
- Ermeila, S. (2017). *analisis faktor-faktor yang berpengaruh terhadap perilaku konsumen terhadap keputusan pembelian sepeda motor*.
- Gary Armstrong, P. K. (2023). *Prinsip-Prinsip Pemasaran (Edisi ke-19)*. Erlangga.
- Ghazali. (2021). *Aplikasi multivariate dengan program IBM SPSS 25*. Badan penerbit universitas diponegoro.
- Ghazali. (2023). *Aplikasi analisis multivariate dengan program IBM SPSS 25 (edisi 9)*. Badan penerbit universitas diponegoro.
- Jaques. (2021). *Organisasi yang Diperlukan : Sistem Total untuk Organisasi Manajerial yang Efektif (Edisi ke-2)*. Cason Hall & Co.
- Kanuk, S. (2021). *Consumer Behavior*. Pearson Education.
- Keller, K. dan. (2022). *Marketing Management*. Pearson Education.
- Keller, K. L. (2023). *Manajemen Merek Strategi (Edisi ke-5)*. Erlangga.
- Keller, K. L. (2023). *Manajemen Merek Strategis: Membangun, Mengukur, dan Mengelola Ekuitas Merek (edisi ke-4)*. Pearson Education.
- Kotler, A. (2022). *keputusan pembelian produk*. yenni arfah dan bincar nasution.
- Kotler, P. (2020). *Manajemen Pemasaran (Edisi 13)*. Erlangga.
- Kotler, P. (2021). *Marketing Manajemen (Edisi ke-16)*.
- Kotler, P. (2022). *Manajemen Pemasaran (Edisi ke-16)*. Erlangga.
- Kotler, P. (2022). *Marketing Management (15th ed)*. Pearson Education.
- Kotler, P. (2023). *Manajemen Pemasaran (Edisi 12)*. Erlangga.
- Pandriadi, P., & Ikraam, I. (2022). Analisis Daya Saing Mahasiswa Dalam Memasuki Pasar Tenaga Kerja Di Era Industri 4.0 (Studi Kasus Pada Mahasiswa Fakultas Ekonomi Di Kota

Palembang). *Jemasi: Jurnal Ekonomi Manajemen Dan Akuntansi*, 18(2), 214-227. <https://doi.org/10.35449/jemasi.v18i2.600>

Pandriadi, P., Amah, M., & Mario, A. (2020). Analisis Daya Saing Industri Manufaktur (Im) Di Kabupaten Ogan Komering Ulu (OKU) Selatan. *Jemasi: Jurnal Ekonomi Manajemen Dan Akuntansi*, 16(1), 110-123. <https://doi.org/10.35449/jemasi.v16i1.106>

Pandriadi, P., & Mario, A. (2019). Analisis Daya Saing Dosen Dalam Menghadapi Era Masyarakat Ekonomi Asean (Studi Kasus Dosen Fakultas Ekonomi pada PTS di Kota Palembang). *Ekombis Review: Jurnal Ilmiah Ekonomi Dan Bisnis*, 7(1), 36-43

Pasaribu. (2023). *teknik sampling dan pengambilan keputusan dalam penelitian*. Ilmu Sosial.

Pramesti, Susilawati, Fajrina, N. (2023). Peran Elemen Visual Sebagai Strategi Komunikasi Pemasaran Pada Kemasan Produk. *Jurnal Ilmu Komputer Dan Desain Komunikasi Visual*, 8(2), 322–332.

Schiffman, J. W. (2019). *Perilaku Konsumen (Edisi ke-11)*.

Schiffman, K. (2023). *Perilaku Konsumen (Edisi 7)*. Indeks.

Sugiyono. (2023). *metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.

Suryani, C. et al. (2020). Pengaruh Citra Merek Terhadap Keputusan Pembelian pada Produk Fashion di E-commerce. *Jurnal Manajemen Pemasaran*, 14(2), 123–135.

Taylor, D. (2023). *Inovasi Pengemasan : Meningkatkan Pengalaman dan Loyalitas Pelanggan*. Alfabeta.

Tjiptono, F. (2022). *Manajemen dan Strategi Kepuasan Pelanggan*. Andi.

Tjiptono, F. (2022). *Manajemen Pemasaran dan Strategi Merek*. Andi Offset.

Tjiptono, F. (2022). *strategi pemasaran (edisi 4)*. Andi.