



Packaging Design and Product Promotion as Determinants of Consumer Loyalty

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Abstract

This study aims to examine the extent to which packaging design and product promotion influence consumer loyalty in Skintific beauty products. Employing a quantitative approach, the study involved 100 Skintific consumers residing in South Jakarta, selected using purposive sampling. Data collection was conducted through Google Forms, while data analysis employed multiple linear regression using SPSS version 31. The results of the *t-test* indicate that packaging design has a partial effect on consumer loyalty, with a significance value of 0.005. Similarly, product promotion partially influences consumer loyalty, as evidenced by a significance value of 0.00, which is lower than 0.05. Furthermore, the *F-test* results demonstrate that packaging design and product promotion simultaneously exert a significant effect, with a significance value of 0.00. The adjusted R-Square value suggests that packaging design and product promotion contribute 82% to consumer loyalty, while the remaining 18% is explained by other variables not included in this study.

Keywords: consumer loyalty, packaging design, product promotion

Introduction

In the contemporary era, beauty care has increasingly evolved into one of the essential needs, extending beyond primary necessities such as clothing, food, housing, and education. For many individuals, particularly women, maintaining an attractive appearance is considered vital, as it enhances confidence in daily activities (Azizah, 2023). People who spend much of their time outdoors are often exposed to pollution and direct sunlight, leading to various skin problems. Regular use of skincare products has therefore become necessary to protect and maintain skin health. This growing demand has further intensified competition within the beauty industry, where consumer loyalty is significantly shaped by brand trust, perceived value, and overall customer satisfaction (Pasianus & Kana, 2021).

Consumer loyalty can be understood as a consistent and positive commitment toward a

particular brand, often reflected in repeated purchasing behavior. Loyalty can be cultivated through the delivery of quality products, innovative packaging design, and effective promotional strategies. Said (2018) defines packaging design as the process of creating and producing a product container intended not only to protect the product but also to attract consumer attention and deliver information persuasively. Likewise, Prameswary, as cited in Kapriani and Jusman (2024), emphasizes that packaging plays a dual role: it safeguards the product while simultaneously acting as a communication medium that establishes a strong initial impression.

Beyond packaging, product promotion also serves as a critical factor in building and maintaining consumer loyalty. Syahputra (2021) explains that promotion constitutes a communication activity undertaken by an individual or company to introduce products or

brands to the public, with the purpose of persuading potential consumers to make purchases. Similarly, Laksana (2019) highlights promotion as an information exchange between sellers and buyers, aimed at introducing, persuading, and reminding consumers of the promoted products.

In the context of the Indonesian beauty industry, **Skintific** has emerged as a prominent brand that strategically leverages packaging design and promotional activities to strengthen its market position. According to Andini (2024), Skintific led the beauty package segment in Indonesia with sales surpassing IDR 70 billion during the first quarter of 2024. The packaging of Skintific products includes detailed information such as ingredients, functions, expiration dates, directions for use, and official BPOM registration numbers. Moreover, its packaging is designed to be travel-friendly, practical, and visually appealing, with minimalist yet modern aesthetics enhanced by vibrant colors and clear typography.

In addition, Skintific has employed robust promotional strategies, such as collaborating with well-known brand ambassadors like Nicholas Saputra, creating diverse beauty product bundles, strengthening its presence on social media platforms, and implementing creative digital marketing campaigns. These initiatives are further supported by large-scale promotions including discounts, free gifts, and product bundling, all of which contribute to increased consumer engagement and loyalty.

Given these dynamics, this study investigates the extent to which packaging design and product promotion influence consumer loyalty toward Skintific beauty products.

Method

This research employed a quantitative approach with an associative design, aiming to examine the relationship between packaging design and product promotion in influencing consumer loyalty toward Skintific beauty products. The study was conducted in South Jakarta, with the research population consisting of all consumers of Skintific products. From this population, 100 respondents were selected using a purposive sampling technique. This method was chosen to ensure that the selected respondents met specific criteria, particularly

individuals who had purchased and used Skintific products within the last six months, thereby allowing them to provide reliable assessments based on personal experience.

Data collection was carried out through a structured questionnaire distributed via Google Forms. The instrument included several statements designed to measure three variables: packaging design, product promotion, and consumer loyalty. Each item was assessed using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), enabling the measurement of respondents' perceptions with sufficient sensitivity and accuracy.

The data obtained were analyzed using SPSS version 31. Prior to the hypothesis testing stage, the research instruments were subjected to validity and reliability tests to ensure their accuracy and internal consistency. Classical assumption tests, including normality, multicollinearity, and heteroscedasticity, were also performed to confirm that the regression model met the necessary statistical requirements. The main analysis was conducted using multiple linear regression, supported by *t*-tests to examine the partial influence of each independent variable and an *F*-test to assess their simultaneous effect. In addition, the coefficient of determination (Adjusted R^2) was calculated to determine the extent to which packaging design and product promotion contributed to variations in consumer loyalty.

Through this methodological framework, the study sought to provide robust and empirically grounded insights into how packaging design and promotional strategies can drive consumer loyalty in the increasingly competitive beauty industry.

Results and Discussion

Results

Descriptive Analysis

Descriptive statistical measurement of the variables was conducted to provide a general overview of the data, including the mean, maximum value, minimum value, and standard deviation of each variable: consumer loyalty (Y), packaging design (X1), and product promotion

(X2). The results of the descriptive statistical test in this study are presented below.

Table 1. Descriptive Statistical Test

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Packaging Design	100	62.00	89.00	80.1600	7.20510
Product Promotion	100	68.00	96.00	85.2200	7.59928
Consumer Loyalty	100	72.00	106.00	92.4200	8.60488
Valid (listwise)	N	100			

Source: SPSS version 31 (2025)

Multiple Linear Regression Analysis

According to Sugiyono (2018), multiple linear regression is based on a functional or causal relationship between independent variables and a dependent variable. The results of multiple linear regression analysis in this study are presented in the following table.

Table 2. Multiple Linear Regression Test

Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
1	(Constant)	4.156	4.158	
	Packaging Design	0.495	0.172	0.414
	Product Promotion	0.570	0.163	0.504

a. Dependent Variable: Consumer Loyalty

Source: SPSS version 31 (2025)

Based on Table 2, the results of multiple linear regression analysis can be expressed in the following equation:

$$Y = 4,156 + 0,495X1 + 0,570X2 + e$$

The constant (a) of 4.156 indicates that when packaging design (X1) and product promotion (X2) are equal to 0, the consumer loyalty score (Y) is 4.156. The regression coefficient for packaging design (X1) is positive at 0.495, indicating that a 1% increase in packaging design leads to an increase in consumer loyalty (Y) by 0.495, assuming the other independent variable remains constant. Similarly, the regression coefficient for product promotion (X2) is 0.570, indicating that a 1% increase in product promotion leads to an increase in consumer loyalty (Y) by 0.570, under the same assumption.

Partial Test (t-test)

According to Ghazali (2018), the partial test (*t-test*) measures the extent to which individual independent variables explain the dependent variable. The statistical results are presented in the table below.

Table 3. Partial Test (t-test)

Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
1	(Constant)	4.156	4.158	
	Packaging Design	0.495	0.172	0.414
	Product Promotion	0.570	0.163	0.504

a. Dependent Variable: Consumer Loyalty

Source: SPSS version 31 (2025)

Packaging design (X1) has a *t-count* value of $2.875 > t\text{-table } 1.947$ with a significance level of $0.005 < 0.05$, indicating that packaging design significantly influences consumer loyalty (Y). Similarly, product promotion (X2) has a *t-count* value of $3.494 > t\text{-table } 1.947$ with a significance level of $0.000 < 0.05$, indicating that product promotion significantly influences consumer loyalty (Y).

Simultaneous Test (F-test)

The *F-test* is used to determine whether all independent variables in the model simultaneously affect the dependent variable. The results of the *F-test* are shown in the following table.

Table 4. Simultaneous Test Results (F-test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	6040.251	2	3020.125	227.075	< 0.001
Residual	1290.109	97	13.300		
Total	7330.360	99			

a. Dependent Variable: Consumer Loyalty

b. Predictors: (Constant), Product Promotion, Packaging Design

Source: SPSS version 31 (2025)

Based on Table 4, the calculated F-value is $227.075 > F\text{-table } 3.091$ with a significance level of $0.000 < 0.05$. This indicates that packaging design (X1) and product promotion (X2) simultaneously have a significant effect on consumer loyalty (Y).

Coefficient of Determination (R^2)

The coefficient of determination (R^2) is used to measure the proportion of the dependent variable explained by the independent variables. The closer the value of R^2 is to 1 ($0 \leq R^2 \leq 1$), the stronger the influence of the independent variables on the dependent variable. The R^2 value in this study is shown below.

Table 5. Coefficient of Determination (R^2)

Model R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.908 ^a	.824	.820

a. Predictors: (Constant), Product Promotion, Packaging Design

b. Dependent Variable: Consumer Loyalty

Source: SPSS version 31 (2025)

Based on Table 5, the adjusted R-Square value is 0.820. This means that consumer loyalty as the dependent variable can be explained by packaging design and product promotion by 82%, while the remaining 18% is influenced by other variables not included in this study.

Discussion

The results confirm that packaging design has a positive and significant influence on consumer loyalty for Skintific beauty products, with a *t-count* value of $2.875 > t\text{-table}$ 1.947 and a significance level of $0.005 < 0.05$. This finding is consistent with prior research by Samsuri et al. (2024) and Nursyifa, Agustiani, & Hidayat (2022), which also reported a significant relationship between packaging design and consumer loyalty. The study suggests that packaging design can foster consumer loyalty through visual and informational elements, including color, shape, size, images, product information, and language. The strong agreement among respondents further highlights the role of packaging in shaping consumer perceptions and loyalty.

Similarly, product promotion has a positive and significant effect on consumer loyalty, as evidenced by a *t-count* of $3.494 > t\text{-table}$ 1.947 and a significance level of $0.000 < 0.05$. This result is supported by previous studies conducted by Azizah A.D. (2023), Gea, Daulay, & Pakpahan (2023), and Barasjid, Bukhori, & Karnawati (2024), which demonstrated that product promotion significantly influences consumer loyalty. Promotional strategies such as

advertising, personal selling, sales promotions, and public relations play a vital role in creating consumer awareness, persuading potential buyers, and encouraging repeated purchases.

The simultaneous effect of packaging design and product promotion on consumer loyalty is also significant, with an F-value of $227.075 > F\text{-table}$ 3.091 and a significance value of $0.000 < 0.05$. These findings reinforce theoretical perspectives and prior empirical studies that emphasize the importance of visual design and promotional activities in shaping consumer perceptions and creating strong emotional connections with products. Attractive packaging enhances perceived value and strengthens brand image, while effective promotion raises awareness, educates consumers, and fosters repeat purchasing behavior. Together, these factors contribute substantially to building long-term consumer loyalty.

Conclusions

This study concludes that packaging design has a positive and significant effect on consumer loyalty through visual and informational aspects such as color, shape, size, images, product information, and language. Product promotion also has a significant partial effect on consumer loyalty, particularly through advertising, personal selling, sales promotions, and public relations. Furthermore, packaging design and product promotion collectively have a significant positive impact on consumer loyalty for Skintific beauty products. Attractive packaging strengthens perceived value, reinforces brand image, and provides consumers with a pleasant visual experience, while effective promotional strategies increase awareness, educate consumers, and stimulate repeat purchases. Together, these factors play a critical role in fostering consumer loyalty and sustaining competitiveness in the beauty industry.

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