

The Influence of Packaging and Advertising Attractiveness on Purchasing Decisions for Gogotales Beauty Products on TikTok Shop

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Abstract:

Purpose:

This research was conducted on Gogotales consumers in the TikTok Shop marketplace. The aim was to determine the influence of packaging and advertising appeal on purchasing decisions, both partially and simultaneously.

Methodology:

The research method used in this study is descriptive and associative. The unit of analysis is the individual, namely Gogotales consumers on the TikTok Shop marketplace. The sample size for this study was 99 respondents. The sampling technique used was based on specific considerations or criteria. The analysis method used was multiple linear regression analysis, and the validity and reliability of the research instrument were also tested.

Findings:

Based on the research results it shows that there is a partial and simultaneous influence on the packaging variables and advertising appeal on the purchasing decision variable.

Implication:

The influence of packaging on purchasing decisions is 65.3%, while the influence of advertising appeal on purchasing decisions is 12.9%. The influence of packaging and advertising appeal on purchasing decisions is 78.23%.

INTRODUCTION

In Indonesia, the cosmetics industry is showing significant growth. According to data from the Food and Drug Monitoring Agency (BPOM), the number of cosmetics businesses increased from 819 in 2021 to 913 in 2022, representing a 20.6% increase. Furthermore, revenue from the Indonesian beauty and personal care industry reached US\$8.09 billion in 2023, with a projected annual growth of 4.59% until 2028.

One of the rising brands is Gogotales, known for its attractive packaging and engaging advertising on social media, particularly TikTok Shop. TikTok Shop has become a key platform due to its integration of marketplace and interactive video content.

The following is pre-survey data from 20 Gogotales consumers on the TikTok Shop marketplace:

Table 1. Packaging Phenomenon

| No | Statement | Agree | | Do not agree | | Amount | |
|----|---|--------|------------|--------------|------------|--------|------------|
| | | Person | Percentage | Person | Percentage | Person | Percentage |
| 1 | The packaging design makes it easier for me to recognize the product. | 4 | 20% | 16 | 80% | 20 | 100% |
| 2 | The color of the packaging attracted me to buy | 6 | 30% | 14 | 70% | 20 | 100% |
| 3 | The packaging size suits my | 5 | 25% | 15 | 75% | 20 | 100% |

needs

Based on the data above, the majority of respondents disagreed, indicating that packaging is still ineffective. Consumers tend to purchase products that are not only high-quality but also have attractive packaging that provides satisfaction (Iranita, 2020).

Table 2. Trust Phenomenon

| No | Statement | Agree | | Do not agree | | Amount | |
|----|---|--------|------------|--------------|------------|--------|------------|
| | | Person | Percentage | Person | Percentage | Person | Percentage |
| 1 | The message in the advertisement is easy for me to understand. | 7 | 35% | 13 | 65% | 20 | 100% |
| 2 | Sound in advertisements makes advertisements more lively | 5 | 25% | 15 | 75% | 20 | 100% |
| 3 | The actors' appearance and expressions support the message conveyed by the advertisement. | 8 | 40% | 12 | 60% | 20 | 100% |

Based on the data above, the majority of respondents disagreed, indicating that advertising appeals are still ineffective.

Attractiveness in advertising plays a crucial role in ensuring effective communication with consumers, persuading them, and increasing and maintaining awareness of the product being offered. This factor also strengthens the relationship between advertising media and consumer purchasing decisions. Therefore, when creating advertisements, it is crucial to understand the primary objective to be achieved, namely, creating an effective communication effect (Jacob et al., 2018).

Table 3. Purchasing Decision Phenomena

| No | Statement | Agree | | Do not agree | | Amount | |
|----|---|--------|------------|--------------|------------|--------|------------|
| | | Person | Percentage | Person | Percentage | Person | Percentage |
| 1 | The product I purchased is of good quality | 8 | 40% | 12 | 60% | 20 | 100% |
| 2 | I chose this brand of product over other brands. | 6 | 30% | 14 | 70% | 20 | 100% |
| 3 | The purchasing channel I chose provides convenience. | 8 | 40% | 12 | 60% | 20 | 100% |
| 4 | I buy products when there are interesting offers or promotions. | 5 | 25% | 15 | 75% | 20 | 100% |
| 5 | The number of products I purchased is sufficient. | 7 | 35% | 13 | 65% | 20 | 100% |

| | | | | | | | |
|---|-------------------------------------|---|-----|----|-----|----|------|
| 6 | The payment method I use is secure. | 8 | 40% | 12 | 60% | 20 | 100% |
|---|-------------------------------------|---|-----|----|-----|----|------|

Based on the data above, the majority of respondents disagreed, indicating that purchasing decisions are still ineffective.

Based on the variables discussed, researchers believe that packaging and advertising appeal can influence purchasing decisions for Gogotales products on the TikTok Shop marketplace.

Literature Review. According to Kotler and Keller (2018), product packaging is the process of designing and creating a container for a product. Packaging not only serves as protection but also as a strategic marketing element that can influence consumer perception of the product. Furthermore, according to Kotler and Keller (2018), "Product packaging involves designing and producing the container or wrapper for a product." In other words, the packaging process encompasses the design and creation of the container or wrapper for a product. The primary function of packaging is to protect the product and maintain its quality (Agustin & Azizah, 2025).

According to Hasanah et al. (2024), packaging acts as a container that adds value and functionality to a product. Packaging is a crucial aspect because it has both physical and psychological effects. Physically, packaging serves as a protective and storage space for the product, ensuring it remains in good condition until it reaches the consumer (Tuku et al., 2024). According to Kotler (2018), the dimensions of packaging are design, color, and size.

According to (Kotler, 2019), advertising appeal is any form of non-personal presentation and promotion of ideas, goods or services by a particular sponsor that requires payment. (Hutauruk & Dewi, 2024) Said that appeal is the extent to which an advertisement is able to attract attention and arouse interest in the message conveyed. According to Jacob et al. (2018), advertising appeal refers to the way of conveying messages that can be presented in various styles, such as showing snippets of individual or group lives, reflecting lifestyles, creating fantasies about products, building moods, or strengthening brand image (Sipasulta et al., 2024).

According to (Kotler and Armstrong, 2018), the dimensions of advertising appeal consist of advertising messages, audio, visuals and actor performance.

According to Didik Gunawan (2022), consumer purchasing decisions are the process by which consumers identify a problem and then seek information about specific products or brands as solutions. Furthermore, consumer purchasing decisions are part of consumer behavior, which encompasses how individuals, groups, and organizations select, purchase, and use products, services, ideas, or experiences to satisfy their needs and desires.

On the other hand, according to Kuspriyono (2017), purchasing decisions are the result of a process that is influenced by various factors such as economic conditions, technology, politics, culture, as well as marketing elements such as products, prices, locations, promotions, physical evidence, people, and processes.

The dimensions of purchasing decisions according to Didik Gunawan (2022) are product selection, brand selection, purchase channel selection, purchase timing, purchase amount and payment method.

Research Hypothesis.

H1: Packaging influences purchasing decisions

H2: Advertising appeal influences purchasing decisions

H3: Packaging and advertising appeal influence purchasing decisions

METHODS

The population in this study was Gogotales' product sales data from January to August 2025 on the e-commerce platform TikTok Shop. The sampling technique used was incidental sampling with a sample size of 99 respondents. A questionnaire served as the research instrument to ensure validity and reliability met standards. The research method used was multiple linear regression, which included classical assumption tests, coefficient of determination tests, and hypothesis testing.

RESULTS AND DISCUSSION

Validity Test.

Table 4. Validity Test

| Variable | Statement Items | <i>r count</i> | <i>r critical</i> | Information |
|------------------------|-----------------|----------------|-------------------|-------------|
| <i>Packaging</i> | X1.1 | 0,686 | 0,3 | Valid |
| | X1.2 | 0,726 | 0,3 | Valid |
| | X1.3 | 0,744 | 0,3 | Valid |
| | X1.4 | 0,598 | 0,3 | Valid |
| | X1.5 | 0,598 | 0,3 | Valid |
| | X1.6 | 0,623 | 0,3 | Valid |
| | X1.7 | 0,708 | 0,3 | Valid |
| | X1.8 | 0,705 | 0,3 | Valid |
| | X1.9 | 0,753 | 0,3 | Valid |
| Advertising Attraction | X2.1 | 0,528 | 0,3 | Valid |
| | X2.2 | 0,563 | 0,3 | Valid |
| | X2.3 | 0,396 | 0,3 | Valid |
| | X2.4 | 0,582 | 0,3 | Valid |
| | X2.5 | 0,576 | 0,3 | Valid |
| | X2.6 | 0,457 | 0,3 | Valid |
| | X2.7 | 0,525 | 0,3 | Valid |
| | X2.8 | 0,688 | 0,3 | Valid |
| | X2.9 | 0,688 | 0,3 | Valid |
| Buying decision | Y1 | 0,493 | 0,3 | Valid |
| | X2 | 0,477 | 0,3 | Valid |
| | Y3 | 0,410 | 0,3 | Valid |
| | Y4 | 0,538 | 0,3 | Valid |
| | Y5 | 0,739 | 0,3 | Valid |
| | Y6 | 0,783 | 0,3 | Valid |
| | Y7 | 0,765 | 0,3 | Valid |

Source: SPSS V27 Results, 2025

All variable statement items in this study were deemed valid because the calculated *r* value exceeded the critical value, which is above 0.3.

Reliability Test.

Table 5. Reliability Test

| Variable | <i>Cronbach's Alpha</i> | Information |
|----------|-------------------------|-------------|
| X1 | 0,857 | Reliable |

| | | |
|----|-------|----------|
| X2 | 0,722 | Reliable |
| Y | 0,854 | Reliable |

Source: SPSS V27 Results, 2025

All variables in this study were deemed reliable because they met the criteria of Cronbach's Alpha above 0.7.

Classical Assumption Test: Normality Test

Table 6. Normality Test

| One-Sample Kolmogorov-Smirnov Test | | | |
|------------------------------------|-------------------------|-------------|-------------------------|
| | | | Unstandardized Residual |
| N | | | 99 |
| Normal Parameters ^{a,b} | Mean | | .0000000 |
| | Std. Deviation | | 2.94317818 |
| Most Extreme Differences | Absolute | | .071 |
| | Positive | | .071 |
| | Negative | | -.041 |
| Test Statistic | | | .071 |
| Asymp. Sig. (2-tailed) | | | .200 ^d |
| Monte Carlo Sig. (2-tailed)* | Sig | | .251 |
| | 99% Confidence Interval | Lower Bound | .240 |
| | | Upper Bound | .262 |

a. Test distribution is Normal.

b. Calculated from data

c. Lilliefors Significance Correction

d. It is a lower bound of the true significance

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: SPSS V27 Results, 2025

Based on these data, the significance value (sig) in the Kolmogorov-Smirnov table is 0.200, which is greater than 0.05. Therefore, the data are normally distributed.

Multicollinearity Test.

Table 7. Multicollinearity Test

| Model | | Collinearity Statistics | |
|--|--------------------|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | Packaging | .491 | 2.036 |
| | Advertising Appeal | .491 | 2.036 |
| a. Dependent Variable: Buying decision | | | |

Source: SPSS V27 Results, 2025

Based on these data, the tolerance value is greater than 0.1, and the Variance Inflation Factor (VIF) is less than 10. Therefore, there is no multicollinearity problem among the independent variables in this study. It indicates that the basic assumptions of the regression are not disturbed by significant multicollinearity.

Heteroscedasticity Test. The results of the heteroscedasticity test, reflected in the scatterplot diagram below, indicate no clear, regular pattern. The data points are randomly distributed above and below zero on the Y-axis. Therefore, there is no indication of heteroscedasticity in the regression model. The results of the heteroscedasticity test are shown in the following figure:

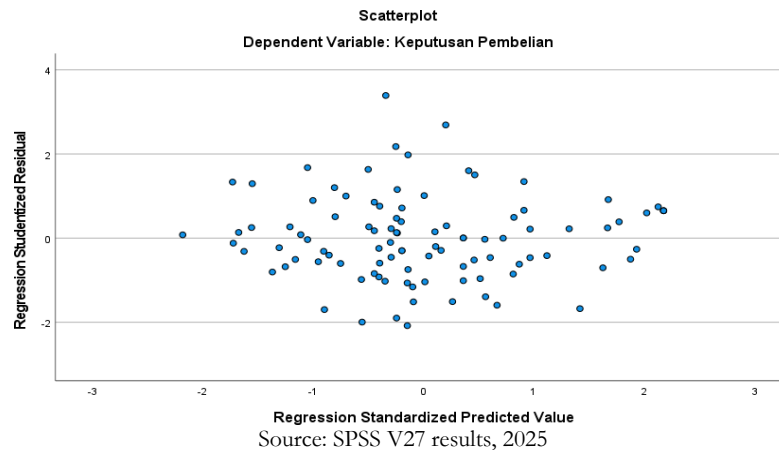


Figure 1. Heteroscedasticity test using the Scatterplot method

Autocorrelation Test

Table 8. Autocorrelation Test

| Model Summary | | | | | |
|--|-------------------|----------|-------------------|----------------------------|---------------|
| Model | R | R-Square | Adjusted R-Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .885 ^a | .783 | .778 | 2.97368 | 2.220 |
| a. Predictors: (Constant), Advertising Appeal, Packaging | | | | | |
| b. Dependent Variable: Buying Decision | | | | | |

Source: SPSS V27 Output Results, 2025

Based on the SPSS calculation results, the Durbin-Watson value was 2.220. To determine the presence of autocorrelation, this value was compared with the critical range. With a data set (n) of 99 and independent variables (k) of 2, the du value was 1.7140, and the 4-du value was 2.286. Because the Durbin-Watson value (2.220) lies between the du and 4-du values ($1.7140 < 2.220 < 2.286$), it can be concluded that there is no autocorrelation, and the data is suitable for further analysis.

Multiple Linear Regression Analysis.

Table 9. Multiple Linear Regression Analysis

| Coefficients ^a | | | | | |
|--|-----------------------------|------------|---------------------------|--------|-------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig |
| | B | Std. Error | Beta | | |
| (Constant) | 7.430 | 2.551 | | 2.913 | .004 |
| Packaging | .854 | .078 | .746 | 11.000 | <.001 |
| Advertising Appeal | .273 | .102 | .181 | 2.671 | .009 |
| a. Dependent Variable: Buying Decision | | | | | |

Source: SPSS V27 Output Results, 2025

Based on the data above, the multiple linear regression equation in this study is as follows:

$$Y = 7.430 + 0.854 X_1 + 0.273 X_2$$

The constant value $\beta_0 = 7.430$ indicates the magnitude of the purchasing decision variable that is not influenced by packaging. It means that when the packaging value is equal to zero (0) or does not change, the purchase intention value is 7.430. The regression coefficient for the packaging variable (X_1) is 0.854, indicating that packaging has a positive or unidirectional relationship with purchasing decisions.

Coefficient of Determination

Table 10. Coefficient of Determination (R^2)

| Model Summary ^b | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R-Square | Adjusted R-Square | Std. Error of the Estimate |
| 1 | .885 ^a | .783 | .778 | 2.97368 |

a. Predictors: (Constant), Advertising Appeal, Packaging

b. Dependent Variable: Buying Decision

Source: SPSS V27 Output Results, 2025

The table above shows that the correlation coefficient supporting the simultaneous relationship between packaging (X_1) and advertising appeal (X_2) on purchasing decisions (Y) is 0.885. The table also shows a coefficient of determination (R^2) of 0.783, indicating that packaging and advertising appeal have a significant influence on purchasing decisions ($R^2 \times 100\%$) or 78.3%, with the remaining 21.7% explained by other factors not examined in this study.

Table 11. Partial Coefficient of Determination (r^2)

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig | Correlations | | |
|-------|--------------------|-----------------------------|------------|---------------------------|--------|-------|--------------|---------|------|
| | | B | Std. Error | Beta | | | Zero-order | Partial | Part |
| 1 | (Constant) | 7.430 | 2.551 | | 2.913 | .004 | | | |
| | Packaging | .854 | .078 | .746 | 11.000 | <.001 | .876 | .747 | .523 |
| | Advertising Appeal | .273 | .102 | .181 | 2.671 | .009 | .714 | .263 | .127 |

a. Dependent Variable: Buying Decision

Source: SPSS V27 Output Results, 2025

Based on the table above, the partial effect of each variable can be calculated as follows:

Packaging (X_1): $0.746 \times 0.876 \times 100\% = 0.653$ or 65.3%

Advertising Appeal (X_2): $0.181 \times 0.714 \times 100\% = 0.129$ or 12.9%

Based on the calculations above, the packaging variable (X_1) has the largest influence, contributing 65.3%, while the advertising appeal variable (X_2) contributes 12.9%.

Hypothesis Testing

Table 12. Partial Test (t-Test)

| Coefficients ^a | | | | |
|---------------------------|-----------------------------|---------------------------|---|-----|
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig |

| | B | Std. Error | Beta | | |
|--|-------|---------------|------|--------|-------|
| (Constant) | 7.430 | 2.551 | | 2.913 | .004 |
| Packaging | .854 | .078 | .746 | 11.000 | <.001 |
| Advertising Appeal | .273 | .102 | .181 | 2.671 | .009 |
| b. Dependent Variable: Buying Decision | | | | | |
| Source: SPSS V27 Output Results, 2025 | | | | | |

A t-test with an α level of 5%, given $n = 99$, with $df = n-2$, i.e., $df = 97$, is 1.98472. The influence of packaging on purchasing decisions obtained a t-value of $11.000 > t\text{-table } 1.98472$ with a significance probability of packaging (X1) at the 0.000 level. In accordance with the criteria, if the significance value is <0.05 , then H_0 is rejected and H_1 is accepted. The influence of advertising appeal on purchasing decisions obtained a t-value of $2.671 > t\text{-table } 1.98472$ with a significance probability of Advertising Appeal (X2) at the 0.009 level. In accordance with the criteria, if the significance value is <0.05 , then H_0 is rejected and H_1 is accepted. It means that packaging and advertising appeal partially have a significant influence on consumer purchasing decisions of Gogotales in the TikTok Shop. It means that if the packaging and advertising appeal are better, purchasing decisions will increase.

Table 13. Simultaneous Test (F Test)

| ANOVA ^a | | | | | |
|--------------------|-------------------|----|-----------------|---------|--------------------|
| Model | Sum of Squares | Df | Mean Squares | F | Sig. |
| 1 Regression | 3062.004 | 2 | 1531.002 | 173.136 | <.001 ^b |
| Residual | 848.905 | 96 | 8.843 | | |
| Total | 3910.909 | 98 | | | |

a. Dependent Variable: Buying decision

b. Predictors: (Constant), Advertising Appeal, Packaging

Source: SPSS V27 Output Results, 2025

Based on the analysis results from the table above, the F count was 173.136, while the F table value at the significance level (α) was 5% with degrees of freedom $V_1 = k$; $V_2 = n-k-1 = 99-2-1 = 96$. Therefore, the F table value was 3.09.

Based on the table above, it can be concluded that the statistical calculation results show an F count of $173.136 > F\text{ table of } 3.09$. The significance value is $0.000 < 0.05$, so H_0 is rejected and H_3 is accepted. It means that packaging and advertising appeal simultaneously have a significant influence on purchasing decisions among Gogotales consumers for the TikTok e-commerce platform.

CONCLUSION

Packaging partially has a significant positive effect on Gogotales consumers' purchasing decisions on the TikTok Shop marketplace, with a value of 65.3%. Advertising appeal partially has a significant positive effect on Gogotales' consumer purchasing decisions on the TikTok Shop marketplace, with a value of 12.9%. Packaging and advertising appeal simultaneously have a significant positive effect on Gogotales' consumer purchasing decisions on the TikTok Shop marketplace, with a value of 78.23%.

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