

Abstract

THE EFFECT OF INNOVATION ON PRODUCT PACKAGING, AND PRODUCT VARIATIONS ON INTEREST TO BUY LIMO'S PIZZA IN BANDAR LAMPUNG

By

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This study aims to determine the consumer's assessment of the effect of innovation on product packaging, product variations, and interest in buying pizza hut (Limo 1 meter). The type of data used in this research process is primary data with field research methods using questionnaires. The population in this study are pizza hut consumers in Bandar Lampung. In this study, the sampling technique was determined using a non-probability sampling technique by purposive sampling and based on predetermined criteria, the number of samples obtained was 110 respondents. The data analysis method used is the method of the importance of the influence of product packaging innovation on product variations on buying interest

Keyword : The Influence of Product Packaging Innovation, Product Variation, On Purchase Intention.

