

**PENGARUH KONTEN *SOFT SELLING* MELALUI MEDIA
SOSIAL TIKTOK DAN *VISUAL PACKAGING DESIGN*
TERHADAP *PURCHASE INTENTION* PARFUM OCTARINE PADA GENERASI Z
DI BANDAR LAMPUNG**

**Yakobus Candid Malau
22612010040**

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh konten *soft selling* pada media sosial TikTok dan *visual packaging design* terhadap *purchase intention* parfum Octarine pada Generasi Z di Bandar Lampung. Penelitian ini dilatarbelakangi oleh meningkatnya persaingan industri parfum lokal serta pentingnya strategi promosi digital dan desain kemasan dalam menarik minat beli konsumen. Penelitian menggunakan pendekatan kuantitatif dengan teknik *purposive sampling* terhadap 100 responden Generasi Z yang mengetahui produk parfum Octarine. Analisis data dilakukan menggunakan regresi linier berganda untuk mengetahui pengaruh variabel secara parsial dan simultan. Hasil penelitian menunjukkan bahwa variabel *visual packaging design* berpengaruh signifikan terhadap *purchase intention* dengan nilai signifikansi sebesar $0,000 < 0,05$.

Sementara itu, variabel konten *soft selling* secara parsial tidak berpengaruh signifikan terhadap *purchase intention* dengan nilai signifikansi sebesar $0,326 > 0,05$. Namun, secara simultan konten *soft selling* dan *visual packaging design* berpengaruh signifikan terhadap *purchase intention* parfum Octarine pada Generasi Z di Bandar Lampung dengan nilai signifikansi sebesar $0,000 < 0,05$. Hasil penelitian menunjukkan bahwa *visual packaging design* menjadi faktor yang paling dominan dalam meningkatkan *purchase intention* konsumen.

Kata Kunci: *Soft selling, Visual packaging design, Purchase intention*

***THE INFLUENCE OF SOFT-SELLING CONTENT THROUGH TIKTOK SOCIAL
MEDIA AND VISUAL PACKAGING DESIGN ON OCTARINE PERFUME
PURCHASE INTENTION AMONG GENERATION Z IN BANDAR LAMPUNG***

***Yakobus Candid Malau
22612010040***

ABSTRACT

This study aims to determine the effect of soft-selling content on social media platforms like TikTok and visual packaging design on the purchase intention of Octarine perfume among Generation Z in Bandar Lampung. This research is motivated by the increasing competition in the local perfume industry and the importance of digital promotional strategies and packaging design in attracting consumer interest. The study used a quantitative approach with a purposive sampling technique of 100 Generation Z respondents familiar with Octarine perfume. Data analysis was conducted using multiple linear regression to determine the partial and simultaneous effects of variables. The results showed that visual packaging design significantly influenced purchase intention with a significance value of $0.000 < 0.05$. Meanwhile, soft-selling content did not significantly influence purchase intention partially, with a significance value of $0.326 > 0.05$. However, simultaneously, soft-selling content and visual packaging design significantly influenced purchase intention of Octarine perfume among Generation Z in Bandar Lampung with a significance value of $0.000 < 0.05$. The research results show that visual packaging design is the most dominant factor in increasing consumer purchase intention.

Keywords: Soft selling, Visual packaging design, Purchase intention