

ANALYSIS OF SUSTAINABLE PACKAGING DEVELOPMENT USING THE KANSEI ENGINEERING APPROACH TO ENHANCE CONSUMER PURCHASE INTENTION AT KAMPUNG EDAMAME

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ABSTRACT

Sustainable food packaging development is a crucial strategy to minimize environmental impacts while strengthening product competitiveness in the global market. Kampung Edamame faces challenges in optimizing the visual design of its flagship commodity containers to be more eco-friendly and attractive to buyers. This study aims to analyze the sustainable packaging design characteristics of edamame crispy products based on consumer psychological preferences and emotional responses through an integrated approach of Kansei Engineering and Conjoint Analysis. The research sample involved 75 consumer respondents determined using the Cochran formula via incidental (accidental) sampling technique. Data were collected through structured questionnaires as well as visual evaluations of several design stimuli combinations generated from an orthogonal design. Statistical analysis was assisted by SPSS software to execute validity, reliability, factor analysis, and conjoint utility values. The results of Kansei Engineering successfully identified and reduced core Kansei Words that reflect the emotional image desired by consumers. Meanwhile, the Conjoint Analysis results proved that the most ideal packaging attribute combination for edamame crispy, which has the highest utility value and importance level, includes: the use of reusable thick plastic material, a simple minimalist design style, comprehensive information in the form of a communicative label, the application of natural green color variations, and a large capacity packaging size dimension. The results of the factor analysis and the attribute combinations were used as a basis for designing sustainable packaging to be recommended to Kampung Edamame in order to increase consumers' purchase intention.

Keywords: *Kansei Engineering, Sustainable Packaging, conjoint analysis.*