

THESIS
DECISION TO PURCHASE FOOM PRODUCTS IN PADANG CITY;
THROUGH THE VARIABLE OF BRAND IMAGE, PACKAGING AND
PRODUCT QUALITY



Submitted as one of the requirements for completing an undergraduate degree in
the Undergraduate Study Program, Department of Management, Faculty of
Economics and Business, Andalas University

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FACULTY OF ECONOMICS AND BUSINESS
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PADANG
2026

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ABSTRACT

This study aims to analyze the influence of brand image, packaging, and product quality on purchasing decisions for FOOM products in Padang City. This research is motivated by the increasing growth of the e-cigarette (vape) industry and the high market potential in Indonesia, particularly in Padang City. The research method used was quantitative with an explanatory research approach. Data were collected through questionnaires distributed to respondents who were FOOM product users in Padang City. The sampling technique used was purposive sampling. Data analysis was performed using SEM-PLS (Structural Equation Modeling – Partial Least Squares) to test the relationships between variables. The results showed that: Brand image had a positive and significant effect on purchasing decisions. Packaging had a positive but not significant effect on purchasing decisions. Product quality had a positive but not significant effect on purchasing decisions. Of these three variables, Brand image had the most dominant influence on consumer purchasing decisions. This study implies that companies need to improve product quality, strengthen brand image, and optimize packaging design to increase consumer appeal and trust.

Keywords : Brand Image, Packaging, Product Quality, Purchase Decision

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