

ABSTRACT

Zahra Aulia (2017021053)

THE EFFECT OF PACKAGING INNOVATION ON BEVERAGE BOTTLES ON THE DECISION OF BUYING STARBUCKS IN THE STAY AT HOME

Bottle packaging for coffee product got much attention when Coronavirus disease (Covid-19) comes. This improvement has an aim to look for an easier alternative way to cope with coffee consumption that popular with dine in on coffee shop while chattering with friend and releasing the stress. This study will discuss about two variables; Product Innovation and Buying Decision. The result is there is a medium positive perception caused of product innovation and also followed by how high the buying decision caused of bottle packaging from Starbucks business. The discussion made with descriptive analysis from primary data percentage and secondary data in addition. The primary data comes from 50 respondents Starbucks consumer.

Keywords: *Coffee, Starbucks Bottle Packaging, Product Innovation, and buying Decision*

