

**THE EFFECTIVENESS OF LOGO DESIGN AND
PACKAGING FORM TOWARDS THE BUYING INTEREST IN
*PISANG LUMER AND ANEKA KERIPIK (DO'A IBU)***

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ABSTRACT

This study aims to analyze the effectiveness of logo design and packaging form of *Pisang Lumer* and *Aneka Keripik (Do'a Ibu)* products in increasing consumer buying interest. Using a quantitative approach, data were collected through questionnaires distributed to 300 visitors at the Polbeng Business Expo, with 171 valid responses used for analysis. The results of multiple regression analysis show that both logo design and packaging form have a positive and significant effect on consumer purchasing interest. Specifically, logo design exerts a stronger influence (coefficient = 0.580, $p < 0.001$) compared to packaging form (coefficient = 0.286, $p < 0.001$). The coefficient of determination (Adjusted R^2) value of 0.644 indicates that these two variables together explain 64.4% of the variation in consumer purchasing interest. These findings provide practical implications for MSMEs to prioritize logo design optimization while also improving packaging form in accordance with consumer preferences to enhance product competitiveness and drive purchasing decisions.

Keywords: *Logo Design, Packaging Form, Buying Interest*