



Research Article

# Analysis Of the Effect of Brand Image, Packaging, And Digital Marketing on Purchase Decision

I Kadek Jati Negara<sup>1\*</sup>, Ni Made Wulandari Kusumadewi<sup>2</sup>

<sup>1</sup> Economics, Faculty of Economics and Business, Udayana University, [kadekjati98@gmail.com](mailto:kadekjati98@gmail.com)

<sup>2</sup> Economics, Faculty of Economics and Business, Udayana University

\* Corresponding Author: e-mail: [kadekjati98@gmail.com](mailto:kadekjati98@gmail.com)

**Abstract:** This study aims to analyze the effect of brand image, packaging, and digital marketing on consumer purchasing decisions for the Loloh Cem-cem Ibu Kunil product in Penglipuran Tourism Village, Bangli Regency. The background of this research is based on the phenomenon of increasing competition among MSMEs and the importance of effective marketing strategies to enhance purchasing decisions. This study employs a quantitative approach with an associative research type. The research population consists of consumers of Loloh Cem-cem Ibu Kunil, with a total sample of 160 respondents obtained through purposive sampling techniques. Data were collected using questionnaires, while data analysis was conducted through multiple linear regression. The results show that brand image, packaging, and digital marketing have a positive and significant effect on purchasing decisions. Partially, brand image has the most dominant effect compared to the other variables, followed by packaging and digital marketing. Simultaneously, the three independent variables explain the variation in purchasing decisions with a coefficient of determination ( $R^2$ ) value of 34.2 percent. These findings emphasize the importance of strengthening brand image, optimizing packaging design, and utilizing digital marketing strategies to enhance consumer purchasing decisions, particularly for local traditional beverage products.

**Keywords:** Brand Image; Digital Marketing; Marketing Strategies; Packaging; Purchasing Decision

## 1. Introduction

Bali, as one of Indonesia's leading tourist destinations, is also known for its distinctive culinary heritage. One of its traditional beverages is loloh, a herbal drink renowned for its health benefits. Loloh cem-cem is a traditional beverage originating from Penglipuran Tourism Village, Bangli Regency, Bali Province, and has been consumed for generations. This drink is sold to the public in reused mineral water bottles with simple sticker labels (Putra & Hanindharputri, 2020). This causes the image of loloh cem-cem as a beneficial, preservative-free herbal drink to be underestimated due to its unaesthetic packaging, which lacks visual distinction from similar products. The suboptimal packaging is not aligned with the wide marketing reach that has already extended beyond Bangli Regency to areas such as Gianyar and Denpasar. Packaging that resembles reused mineral water bottles also creates a negative impression, as if loloh cem-cem is bottled using secondhand containers.

Loloh Cem-cem Ibu Kunil is a Micro, Small, and Medium Enterprise (MSME) operating in the culinary sector, specializing in the production of the traditional loloh cem-cem beverage. The business is located in Penglipuran Village, Bangli Regency, Bali, and has been operating since 1985. It is recognized as the pioneer in selling loloh cem-cem beverages in Bali. Throughout its business journey, Loloh Cem-cem Ibu Kunil has encountered several challenges, such as suboptimal production capacity utilization. Although the available processing equipment can produce up to 2,000 bottles per day, actual sales remain around 1,000 bottles per day. Despite not being the only producer of loloh cem-cem, the market potential for this beverage remains vast, considering the limited number of loloh cem-cem

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producers in Bali. The following table presents the sales realization of Loloh Cem-cem Ibu Kunil during 2023

**Table 1.** Percentage of Loloh Cem-cem Ibu Kunil Sales in 2023.

No	Month	Sales (In Bottles)	Percentage (%)
1	January	23,560	
2	February	20,580	-12.56%
3	March	22,010	6.95%
4	April	20,250	-7.99%
5	May	20,460	1.33%
6	June	19,890	-2.79%
7	July	20,223	1.67%
8	August	27,900	5.38%
9	September	29,400	5.38%
10	October	31,465	7.02%
11	November	21,840	-30.59%
12	December	21,483	1.63%

Source: Loloh Cem-cem Ibu Kunil 2023

Based on Table 1, it can be observed that there were fluctuations in the sales of Loloh Cem-cem Ibu Kunil products throughout 2023. The highest increase in sales occurred in October, with a rate of 7.02 percent, while the lowest decrease was recorded in November, at 30.59 percent. These sales fluctuations indicate that consumer purchasing decisions for Loloh Cem-cem Ibu Kunil products were inconsistent, as reflected in the significant variations in sales volume. According to Krisdayanti et al. (2014), fluctuations have an effect on consumer purchasing decisions. This explanation serves as the starting point for research conducted on the Loloh Cem-cem Ibu Kunil product.

A purchasing decision refers to the selection between two or more alternative choices; in other words, alternatives must be available for an individual to make a decision (Wazdi et al., 2024). Conversely, if consumers have no alternative options and are compelled to make a purchase, such an action does not constitute a decision. A purchasing decision is a process in which consumers recognize a problem and seek information about a product or brand (Yani et al., 2022). Purchasing decision is the action taken by consumers to decide whether or not to buy a product (Marlius & Jovanka, 2023). According to Inka Afri Yamisah & Amalia Nur Chasanah (2024), consumer decisions to purchase a product are influenced by multiple factors. Didik (2022) explains that purchasing decision is an activity, action, and psychological process undertaken by consumers before making a final decision to purchase goods or services to fulfill the needs and desires of individuals, groups, or organizations. Purchasing decision is a consumer's choice influenced by economic, financial, technological, political, cultural, product, price, location, promotion, physical evidence, people, and process factors (Marlius & Jovanka, 2023). Consumer purchasing decisions result from a complex process influenced by various factors, including brand image, packaging design, and digital marketing strategy (Nabila et al., 2024). Based on the above explanation, it can be concluded that purchasing decision is a series of activities carried out by consumers prior to making a decision to purchase goods or services aimed at fulfilling the needs of individuals, groups, or organizations, influenced by various factors such as brand image, packaging, and digital marketing.

Brand image plays an important role in shaping consumer perceptions of product quality and credibility, thereby increasing purchase intention and customer loyalty (Lestari & Widjanarko, 2023). Brand image is the perception of a brand that reflects consumers' associations or anything related to the brand (Cengal et al., 2021). According to Sahabuddin et al. (2023), brand image is a set of perceptions about a brand reflected through brand associations in the minds of consumers. Brand image consists of a set of beliefs, ideas, and impressions held by an individual toward a brand (Sawhani, 2021). Image or perception represents reality; therefore, when market communication does not align with reality, reality will generally prevail. The brand image will eventually become positive when consumers have sufficient experience with the new reality, meaning that the organization operates more effectively and performs well (Lestari & Widjanarko, 2023). This aligns with the research of Kapirossi & Prabowo (2023), which found that brand image has a positive and significant

effect on purchasing decisions. Similarly, the study by Fahmi et al. (2024) shows a positive and significant effect between brand image and purchasing decision. Brand image also has a positive and significant effect on purchasing decision (Anugrah, 2023). However, the research conducted by Nopiesya Setya Ningrum (2023) found that brand image has no effect on purchasing decisions for Oriflame cosmetic products. Likewise, the study by Wardhani et al. (2023) indicates that brand image does not have a significant effect on purchasing decisions for New Era sandals at Villa Grosir Kediri Store.

According to Kotler & Keller (2016), packaging is an activity established by a company to maintain brand equity and promote sales. Packaging is one of the components that can attract and enhance a product's appearance to increase company revenue and profit. Packaging serves as the outer layer that protects the product from shocks, weather changes, and other factors while giving the product a distinctive characteristic. Packaging also adds value to the product (Khabibi, 2020). The research conducted by Zebua (2017) entitled *The Effect of Packaging on Purchasing Decisions of Teh Botol Sosro* found that packaging has a positive and significant effect on purchasing decisions. Conversely, research by Murni Oktafiani Laela & Fatchur Rohman (2023) found that product packaging has a negative effect on purchasing decisions for *The Scented Candle* products. Shidiqy (2021) also found that packaging has a negative and insignificant effect on consumer purchasing decisions.

Digital marketing has become one of the main strategies in building closer relationships with consumers through social media, email marketing, and digital advertising, all of which contribute to purchasing decisions (Utomo et al., 2023). Digital marketing is an effective and efficient marketing strategy in this rapidly evolving technological era (Aprilia et al., 2024). Digital marketing has the ability to influence consumer purchasing decisions in various ways, such as providing relevant and easily accessible information, attracting attention through creative content that matches the needs and preferences of the target audience, and building trust through reviews, testimonials, and direct interactions on digital platforms. This is consistent with the research of Jaelani & Retnowati (2024), which found that digital marketing has a positive and significant effect on purchasing decisions. Similarly, other studies also show that digital marketing has a positive and significant effect on purchasing decisions (Putra, Trianasar, & Telagawathi, 2024; Ma'ruf et al., 2024). However, Listania & Ahmad Zulfahmi (2024) found that digital marketing does not have a significant effect on purchasing decisions, and the research by Fahmi et al. (2024) also indicates that digital marketing has no significant effect on consumer purchasing decisions.

Based on the aforementioned phenomena, research gap, and background, this study aims to further examine "The Effect of Brand Image, Packaging, and Digital Marketing on Purchasing Decision".

## 2. Method

This research employs a quantitative approach with an associative design, which aims to determine the relationship and the effect between the independent variables namely brand image, packaging, and digital marketing and the dependent variable, purchasing decision for the Loloh Cem-cem Ibu Kunil product in Penglipuran Tourism Village, Bangli Regency. This location was chosen because it is the main production center of loloh cem-cem in Bali. The research variables were operationalized based on the theories of Mardani (2020) for brand image, Herawati & Muslikah (2019) and Shimp & Andrews (2013) for packaging, Fandy Tjiptono (2018) and Kotler (2019) for digital marketing, as well as Kotler & Keller (2020) for purchasing decision. Thus, this study was designed to explain empirically the effect of these variables on consumer behavior (Hulu et al., 2023).

The population in this research consists of individuals who have purchased the Loloh Cem-cem Ibu Kunil product, with the exact population size unknown. The sampling technique used was a combination of accidental sampling and purposive sampling, with respondent criteria including a minimum education level of senior high school or equivalent, prior purchase experience, and familiarity with the digital marketing activities of Loloh Cem-cem Ibu Kunil. Based on 16 research indicators, the sample size was determined to be 160 respondents to meet the requirements of multivariate analysis. The data collected comprised primary data through questionnaires and secondary data from relevant literature. The research instrument was measured using a Likert scale (1–5) and tested for validity (Pearson Correlation > 0.3) and reliability (Cronbach's Alpha > 0.6) using SPSS, which indicated that all variables were valid and reliable (Sugiyono, 2017; Ghozali, 2021).

Data were analyzed using descriptive and inferential statistical analysis with multiple linear regression to examine the effect of brand image, packaging, and digital marketing on purchasing decision. Classical assumption tests were conducted to ensure normality, multicollinearity, and homoscedasticity assumptions were met, followed by an F-test to assess the simultaneous effect, a t-test to measure partial effect, and a coefficient of determination test ( $R^2$ ) to determine the contribution of independent variables to the dependent variable. The results of this analysis are expected to provide an empirical overview of the factors influencing consumer purchasing decisions for culturally based local products in Bali, as well as serve as a reference for the development of more effective digital marketing strategies (Sari & Sugiyono, 2016; Sutanto et al., 2018; Annisa & Ghozali, 2020).

### 3. Results and Discussion

#### Analysis Results of Research Data

##### Multiple Linear Regression Test

Multiple linear regression is conducted when the data used have passed the classical assumption test. This test aims to determine whether there is an effect between one dependent variable and two or more independent variables. In this study, multiple linear regression was used to analyze whether brand image, packaging, and digital marketing have an effect on purchasing decisions. Table 2 below shows the results of the multiple linear regression test in this study.

**Table 2.** Results of Multiple Linear Regression Test.

Variables	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std. Error	Beta		
(Constant)	3,482	1,652		2,108	0.037
Brand Image (X1)	0.313	0.098	0.214	3,199	0.002
Packaging (X2)	0.276	0.057	0.347	4,858	<0.001
Digital Marketing(X3)	0.218	0.065	0.240	3,353	0.001

Source: Processed data), 2025

Based on the results of the multiple linear regression test presented in Table 2, the regression equation obtained is as follows:

$$Y = 3.482 + 0.313X_1 + 0.276X_2 + 0.218X_3 + e$$

The explanation of the multiple linear regression equation above is as follows:

- 1) The constant value of 3.482 is positive, indicating that when all independent variables Brand Image (X1), Packaging (X2), and Digital Marketing (X3) are constant, consumers already have a tendency to make purchasing decisions.
- 2) The regression coefficient value of the Brand Image (X1) variable is 0.313, indicating that brand image increases purchasing decisions by 0.313, meaning that brand image has the strongest effect on purchasing decisions.
- 3) The regression coefficient value of the Packaging (X2) variable is 0.276, showing that packaging increases purchasing decisions by 0.276, meaning that the better the quality of the packaging, the higher the consumers' purchasing decisions.
- 4) The regression coefficient value of the Digital Marketing (X3) variable is 0.218, showing that digital marketing can increase purchasing decisions, although its effect is not as strong as that of brand image or packaging.

##### Model Feasibility Test (F Test)

The F-test is used to determine whether the independent variables simultaneously have a significant effect on the dependent variable. When the Sig. value (p-value) < 0.05, the model is considered feasible and able to predict the dependent variable. Conversely, if Sig. > 0.05, the model is not statistically significant. This test helps determine whether there is a significant linear relationship between the independent and dependent variables. Table 3 presents the results of the model feasibility test.

**Table 3.** Results of Model Feasibility Test (F Test).

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	116.91	3	38,969	27,074	0.001b
Residual	224.54	156	1,439		
Total	341.44	159			

Source: (Data processed), 2025

As shown in Table 3, the Sig. value is 0.001 ( $< 0.05$ ). A Sig. value below the 0.05 threshold indicates that the regression model used is significant and can explain purchasing decisions. This means that the factors of brand image, packaging, and digital marketing all have an effect on consumer purchasing decisions.

#### Coefficient of Determination Test ( $R^2$ Test)

The R test measures the extent to which independent variables can explain variations in the dependent variable, as seen from the results of the coefficient of determination test. In this study, the coefficient of determination test was used to measure how much the variables of brand image, packaging, and digital marketing explain the variation in the dependent variable, namely consumer purchasing decisions. Table 4 presents the results of the coefficient of determination test.

**Table 4.** Results of Coefficient of Determination Test ( $R^2$  Test).

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.585	0.342	0.330	1,200

Source: (Data processed), 2025

The R Square value reflects the result of the coefficient of determination test. As shown in Table 4, the R Square value is 0.342. This indicates that the variables of brand image, packaging, and digital marketing collectively have an effect of 34.2% on consumer purchasing decisions. The remaining 65.8% is influenced by other factors not considered in this research methodology.

#### Classical Assumption Test

There are three tests included in the classical assumption test, namely the normality test, multicollinearity test, and heteroscedasticity test. The results of these tests are described as follows:

##### 1. Normality Test

The normality test is used to determine whether the data in the regression model are normally distributed or not. In this study, the normality assumption is crucial, especially when using parametric analyses such as linear regression. The data are considered normally distributed when the Asymp. Sig (2-tailed) value is greater than 0.05, and not normally distributed when the value is less than 0.05. Table 5 presents the results of the normality test in this study.

**Table 5.** Results of the Normality Test.

Equality	Asymp.Sig. (2-tailed) Kolmogorov-Smirnov
Substructure 1	0.200
Substructure 2	0.200

Source: (Data processed), 2025

Based on Table 5, the Asymp. Sig (2-tailed) Kolmogorov-Smirnov values for both substructures are 0.200. These values are greater than the alpha value of 0.05, indicating that the data used in this study are normally distributed. Therefore, it can be concluded that the regression model satisfies the normality assumption.

##### 2. Multicollinearity Test

Multicollinearity can be identified through the tolerance value or the Variance Inflation Factor (VIF). If the tolerance value is greater than 0.1 and the VIF value is less than 10, it indicates that there is no multicollinearity. The results of the multicollinearity test are presented in Table 6 below.

**Table 6.** Results of the Multicollinearity Test.

Variables	Tolerance	VIF
Brand Image	0.941	1,063
Packaging	0.825	1,213
Digital Marketing	0.820	1,220

Source: (Data processed), 2025

Based on the results in Table 6, there are no multicollinearity problems, as all independent variables Brand Image, Packaging, and Digital Marketing have tolerance values greater than 0.1 and VIF values less than 10. Therefore, it can be concluded that there is no strong linear relationship among the independent variables.

### 3. Heteroscedasticity Test

This test was conducted using the Glejser method by regressing the absolute residual value of the estimated model against the independent variables. If none of the independent variables significantly affect the absolute residual value, indicated by significance values above 0.05, it means there is no heteroskedasticity. The results of the heteroskedasticity test are shown in Table 7.

**Table 7.** Results of the Heteroskedasticity Test.

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std. Error	Beta		
(Constant)	1,157	0.964		1,201	0.232
Brand Image	0.087	0.057	0.124	1,522	0.130
Packaging	-0.012	0.033	-0.031	-0.355	0.723
Digital Marketing	-0.065	0.038	-0.149	-1,708	0.090

Source: (Data processed), 2025

Based on the results of the heteroskedasticity test in Table 7, it is evident that none of the independent variables affect the absolute residuals, as indicated by the significance values of all tested variables being greater than 0.05. Therefore, it can be concluded that the model does not exhibit heteroskedasticity symptoms and is suitable for use.

### Hypothesis Testing

The t-test was conducted to determine whether the independent variables examined individually have a significant effect on the dependent variable. The t-test results are evaluated based on the significance value: if the significance value is less than 0.05, the independent variable can be said to have a significant effect on the dependent variable. In such a case, the previously proposed hypothesis fails to be rejected (is accepted).

**Table 8.** Results of Hypothesis Testing (t-test).

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,482	1,652		2,108	0.037
Brand Image	0.313	0.098	0.214	3,199	0.002
Packaging	0.276	0.057	0.347	4,858	0.001
Digital Marketing	0.218	0.065	0.24	3,353	0.001

Source: (Data processed), 2025

The explanation of the t-test results presented in Table 8 is as follows:

- 1) Brand Image (X1) has a significance value of 0.002, which is less than 0.05, indicating that it affects the dependent variable. This result means that Brand Image has a positive effect on consumer purchasing decisions. Thus, Hypothesis 1 is accepted.
- 2) Packaging (X2) has a significance value of 0.001, which is less than 0.05, indicating that it affects the dependent variable. This result means that Packaging has a positive effect on consumer purchasing decisions. Thus, Hypothesis 2 is accepted.
- 3) Digital Marketing (X3) has a significance value of 0.001, which is less than 0.05, indicating that it affects the dependent variable. This result means that Digital Marketing has a positive effect on consumer purchasing decisions. Thus, Hypothesis 3 is accepted.

## **Discussion of Research Results**

### **The Effect of Brand Image on Purchase Decision**

The first hypothesis states that Brand Image has a positive effect on Purchase Decision. Based on the data analysis, the Brand Image variable has a regression coefficient of 0.313 with a significance value of 0.002, which is smaller than the 0.05 significance level. This result indicates that Brand Image has a positive and significant effect on Purchase Decision, thus the first hypothesis (H1) is accepted. Therefore, the better the Brand Image of Loloh Cem-cem Ibu Kunil, the higher the consumers' tendency to make a purchase.

This finding aligns with the theory of Brand Image proposed by Kotler & Keller (2016), which explains that Brand Image represents the perceptions and beliefs formed in the minds of consumers about a brand. A strong image builds trust, loyalty, and preference in consumer purchasing decisions. A product with a positive Brand Image is perceived as having higher quality, even if objectively it is similar to competing products. Brand Image significantly affects Purchase Decision because consumers tend to choose products that provide a sense of security, credibility, and certain prestige. Products perceived as authentic, traditional, and high-quality encourage consumers to trust and ultimately make a purchase. This research supports the findings of Kapirossi & Prabowo (2023) and Fahmi et al. (2024), who found that Brand Image has a positive effect on consumer Purchase Decision. These results are also consistent with other studies emphasizing that a strong brand can serve as a key differentiator from competitors and a decisive factor in consumer choice.

The results indicate that Brand Image has a positive and significant effect on Purchase Decision. This finding corresponds with the first component of the Theory of Planned Behavior (TPB), namely Attitude toward Behavior. A positive Brand Image fosters a positive consumer attitude toward the act of purchasing. When consumers perceive that Loloh Cem-cem Ibu Kunil represents quality, authenticity, and local cultural value, they develop a favorable attitude that supports purchasing decisions. This reinforces Ajzen's (1991) assertion that the more positive a person's attitude toward a behavior, the greater their intention to perform it. Thus, enhancing Brand Image can strengthen consumers' purchase intentions and behavior.

### **The Effect of Packaging on Purchase Decision**

The second hypothesis states that Packaging has a positive effect on Purchase Decision. The regression results show that the Packaging variable has a regression coefficient of 0.276 with a significance value of <0.001, smaller than 0.05. This means that Packaging has a positive and significant effect on Purchase Decision, thus the second hypothesis (H2) is accepted. In other words, the better the quality and design of Loloh Cem-cem Ibu Kunil's packaging, the greater the likelihood that consumers will purchase the product.

This finding aligns with consumer behavior theory proposed by Schiffman & Kanuk (2015), which states that packaging not only serves as a protective element but also as a visual communication tool that shapes perceived quality in consumers' minds. Attractive, functional, eco-friendly, and easy-to-use packaging enhances product appeal and drives consumer purchases. Packaging has a significant effect because it is the first element consumers encounter before trying the product. A simple yet authentic design can create a positive image while providing convenience in product consumption. This makes Packaging one of the key factors influencing Purchase Decision.

This finding supports the studies of Wahyu et al. (2025) and Nguyen (2023), who found that Packaging significantly affects Purchase Decision. These studies emphasize that packaging functions as a differentiation strategy, especially in highly competitive markets.

The results can be further explained through the Perceived Behavioral Control aspect of TPB, which reflects the extent to which consumers feel capable or find it easy to perform a behavior. Attractive, practical, informative, and hygienic packaging makes consumers more confident and comfortable purchasing and consuming the product. Good packaging increases

perceived control by reducing barriers (such as doubts about product safety) and enhancing confidence in purchase decisions. Therefore, packaging is not only an aesthetic factor but also a psychological factor that strengthens consumer confidence in making a purchase.

### **The Effect of Digital Marketing on Purchase Decision**

The third hypothesis states that Digital Marketing has a positive effect on Purchase Decision. Based on the regression analysis, the Digital Marketing variable has a regression coefficient of 0.218 with a significance value of 0.001, smaller than 0.05. This shows that Digital Marketing has a positive and significant effect on Purchase Decision, thus the third hypothesis (H3) is accepted. Hence, the more effective the Digital Marketing strategy implemented by Loloh Cem-cem Ibu Kunil, the higher the likelihood that consumers will make a purchase.

This result is consistent with the Promotion Mix theory, which emphasizes that digital media promotion enables broader, more interactive, and personalized consumer engagement. Kotler & Keller (2016) assert that Digital Marketing plays a key role in building Brand Awareness, creating engagement, and influencing consumer Purchase Decision. Digital Marketing significantly affects purchase behavior because modern consumers tend to seek product information through digital platforms. The presence of Loloh Cem-cem Ibu Kunil on social media and online marketplaces makes it easier for consumers to recognize, evaluate, and ultimately purchase the product. Moreover, Digital Marketing allows two-way communication, fostering a sense of closeness between consumers and the brand.

This study aligns with the findings of Jaelani (2024), Ma'ruf et al. (2024), and Putra et al. (2023), who found that Digital Marketing has a positive effect on Purchase Decision. These studies emphasize that social media, digital advertising, and interactive content can enhance consumer interest and conversion rates.

Within the TPB framework, these results relate to two key aspects: Subjective Norms and Perceived Behavioral Control. First, brand presence on social media generates positive social pressure (Subjective Norm), where consumers are encouraged to purchase after seeing recommendations, reviews, or the product's popularity within their community. Second, Digital Marketing enhances perceived control by simplifying access to product information, purchases, and brand interactions. In line with Ajzen (1991), when consumers perceive strong social support and ease of action, their intention and actual purchasing behavior increase.

## **4. Conclusion**

This study aims to determine the effect of brand image, packaging, and digital marketing on consumer purchase decisions of Loloh Cem-cem Ibu Kunil in Bangli Regency. Based on the results of hypothesis testing and the discussions conducted, the following conclusions can be drawn from this research:

- 1) Brand Image has a positive effect on consumer purchase decisions of Loloh Cem-cem Ibu Kunil in Bangli Regency. This means that the better the brand image, the higher the consumer purchase decision.
- 2) Packaging has a positive effect on consumer purchase decisions of Loloh Cem-cem Ibu Kunil in Bangli Regency. This indicates that the better the packaging quality, the higher the consumer purchase decision.
- 3) Digital Marketing has a positive effect on consumer purchase decisions of Loloh Cem-cem Ibu Kunil in Bangli Regency. This shows that the better the digital marketing program, the higher the consumer purchase decision.

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