

## ABSTRAK

Penelitian ini mengeksplorasi pengaruh kemasan terhadap harga jual keripik pisang melalui survei kuantitatif kepada 40 responden. Hasilnya menunjukkan mayoritas responden menganggap kemasan sangat penting dalam menarik perhatian dan mempengaruhi persepsi kualitas produk. Banyak yang lebih tertarik membeli produk dengan kemasan menarik meskipun harganya lebih tinggi, terutama jika kemasan tersebut estetik dan higienis. Sebagian besar responden bersedia membayar lebih untuk kemasan premium jika perbedaannya tidak signifikan, namun beberapa memilih kemasan ekonomis untuk konsumsi pribadi jika kualitas produk sama. Ini menunjukkan bahwa investasi dalam desain kemasan menarik dan fungsional dapat meningkatkan daya tarik dan harga jual produk. Perusahaan disarankan menawarkan dua varian kemasan, premium dan biasa, serta mengedukasi konsumen tentang nilai tambah dari kemasan premium.

Kata kunci: desain kemasan, keripik pisang, nilai tambah

## **ABSTRACT**

*This study explores the influence of packaging on the selling price of banana chips through a quantitative survey of 40 respondents. The results show that the majority of respondents consider packaging to be very important in attracting attention and influencing the perception of product quality. Many respondents are more interested in purchasing products with attractive packaging, even at a higher price, especially if the packaging offers additional value such as better aesthetics and hygiene. Most respondents are willing to pay more for premium packaging if the price difference is not significant, but some prefer economical packaging for personal consumption if the product quality is the same. This indicates that investing in attractive and functional packaging design can increase product appeal and selling price. Companies are advised to offer two packaging variants, premium and regular, and educate consumers about the added value of premium packaging.*

*Keywords: added value, banana chips, packaging design*