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## The Influence of Fashion Product Packaging on the Shopee Platform Toward Consumer Satisfaction and Loyalty among Generation Z

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### Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh desain kemasan produk fesyen pada platform Shopee terhadap kepuasan dan loyalitas konsumen Generasi Z. Dengan semakin meningkatnya persaingan di pasar e-commerce, terutama di segmen fesyen, kemasan produk menjadi salah satu elemen yang berperan penting dalam menciptakan pengalaman belanja yang memuaskan bagi konsumen. Menggunakan metode kuantitatif dengan menyebarkan kuesioner kepada konsumen Generasi Z, penelitian ini mengidentifikasi elemen-elemen desain kemasan yang paling berpengaruh terhadap kepuasan dan loyalitas. Elemen desain kemasan yang dianalisis meliputi bentuk, warna, tipografi, dan informasi produk. Hasil penelitian menunjukkan bahwa desain kemasan berpengaruh signifikan terhadap kepuasan konsumen, dengan nilai R Square sebesar 84,6%, yang berarti bahwa desain kemasan menjelaskan sebagian besar variasi dalam kepuasan konsumen. Selain itu, hasil regresi juga menunjukkan bahwa desain kemasan berkontribusi positif terhadap loyalitas konsumen dengan nilai R Square sebesar 79,8%. Elemen desain seperti tipografi yang mudah dibaca dan warna yang menarik terbukti memberikan kontribusi signifikan dalam memengaruhi persepsi konsumen terhadap kualitas produk fesyen di Shopee. Konsumen cenderung lebih loyal dan puas terhadap produk yang dikemas dengan baik, memberikan kesan estetis, sekaligus memastikan keamanan produk selama pengiriman. Dengan demikian, penelitian ini memberikan wawasan tentang pentingnya strategi desain kemasan dalam mempertahankan kepuasan dan loyalitas konsumen Generasi Z di platform e-commerce seperti Shopee. Saran diberikan kepada pelaku usaha untuk terus mengoptimalkan aspek visual dan fungsional kemasan produk mereka guna menghadapi persaingan di pasar online.

Kata Kunci: *Desain Kemasan, Kepuasan Pelanggan, Loyalitas Pelanggan, Generasi Z, Shopee, E-Commerce*

## Abstract

This study aims to analyze the influence of fashion product packaging on the Shopee platform on consumer satisfaction and loyalty among Generation Z. With the increasing competition in the e-commerce market, especially in the fashion segment, product packaging plays a crucial role in creating a satisfying shopping experience for consumers. Using a quantitative approach, this research distributed questionnaires to Generation Z consumers to identify which packaging design elements most significantly affect satisfaction and loyalty. The packaging design elements analyzed include shape, color, typography, and product information. The findings show that packaging design has a significant impact on consumer satisfaction, with an R Square value of 84.6%, indicating that packaging design explains a majority of the variation in consumer satisfaction. Furthermore, regression results also reveal that packaging design positively influences consumer loyalty, with an R Square value of 79.8%. Packaging elements such as easy-to-read typography and attractive colors were found to significantly influence consumers' perceptions of fashion product quality on Shopee. Consumers tend to be more loyal and satisfied with products that are well-packaged, aesthetically pleasing, and ensure product safety during delivery. Thus, this study provides insights into the importance of packaging design strategies in maintaining consumer satisfaction and loyalty among Generation Z on e-commerce platforms like Shopee. Recommendations are given to businesses to continue optimizing the visual and functional aspects of their product packaging to remain competitive in the online market.

Keywords: *Packaging Design, Consumer Satisfaction, Consumer Loyalty, Generation Z, Shopee, E-Commerce*

## INTRODUCTION

E-commerce is the process of buying, selling, or transferring goods, services, and information through computer networks and the internet with certain payment methods (Kedah, 2023). Shopee was the most accessed e-commerce platform in Indonesia throughout 2023. Shopee recorded 2.35 billion visitors, far exceeding other e-commerce platforms such as Tokopedia, Lazada, Blibli, and Bukalapak (Ahdiat, 2024). This figure shows Shopee's dominance in the Indonesian e-commerce market, making it the top choice for consumers to shop online. Shopee's popularity reflects not only the platform's wide reach, but also the effectiveness of its marketing strategy and user experience, which has attracted a large number of consumers (Ami et al., 2023).

The fashion industry has a significant influence on the Indonesian economy, contributing greatly to the Gross Domestic Product (GDP) as well as employment. According to research, this industry is one of the most labor-intensive sectors. Fashion exports are proven to increase national added value, community income, and employment (Sukma et

al., 2018). This shows how important the fashion sector is in driving Indonesia's economic growth.

In addition, the export performance of creative industry products in the fashion sector also has a positive impact on Indonesia's trade balance. Research by Asmoro and Meirinaldi (2021) shows that the export of fashion products not only improves the trade balance but also increases employment in this sector. Thus, the fashion sector plays a crucial role in Indonesia's economic growth and people's welfare.

Increased competition between brands in the fashion industry is evident through pricing dynamics and marketing strategies. E-commerce allows consumers to compare prices easily, forcing brands to offer competitive prices to attract customers (Heuer et al., 2015). In addition, fashion brands have also adopted new digital marketing strategies, including the use of social media and influencers to reach a wider audience and build customer loyalty (Guercini et al., 2018). The focus on customer experience, such as quality product information and effective customer service, is key in maintaining customer satisfaction and loyalty in e-commerce (Sutjiali et al., 2023; Zare and Mahmoudi, 2020). This dynamic shows how e-commerce not only facilitates transactions but also plays an important role in shaping the future of the fashion industry.

Generation Z, born after 1995, are known as "digital natives" who grew up in an always-connected world, familiar with digital technologies such as social media and mobile devices (Ameen et al., 2023). They have high expectations of online and offline interactions with brands, and prioritize speed and ease of access to digital information. This generation highly values authenticity and creativity, preferring products that reflect their identity and offer innovative designs (Shtepura, 2022).

As the most active demographic group in e-commerce, Gen Z often uses apps and websites for shopping, especially in fashion (Ayuni, 2019). In Indonesia, they tend to choose online stores with good reputation and positive reviews, emphasizing the importance of trust and satisfaction in their shopping experience (Laitkep and Stofkova, 2021). Their shopping style tends to be hedonic, with a tendency to impulse shop yet remain loyal to certain brands (Helmi et al., 2023).

Theodore (2022) highlights Generation Z's interest in fashion trends, such as streetwear, which suggests that they not only follow the latest trends but also value the quality and authenticity of the products they use. This preference reflects their tendency to choose products that are not only trendy but also high quality, indicating a mature approach to choosing fashion products.

Research into Generation Z is particularly relevant and interesting as it allows companies and brands to dig deeper into what motivates their purchasing decisions, and how their values and expectations can be integrated into marketing strategies and product design. Knowing and understanding these characteristics is not only important for companies looking to successfully appeal to Gen Z but also for those trying to meet the expectations of a generation that will dominate the consumer market in the future. They offer great opportunities for brands.

Customer satisfaction is a psychological condition that arises after consumers make purchases and consume products or services. This state reflects the feelings of pleasure or disappointment felt by consumers, which arise from the comparison between expectations of the product and the actual performance felt (Riak PhD and Bill, 2022). When consumer expectations are met or even exceeded by product performance, customer satisfaction will be achieved, and vice versa, dissatisfaction occurs if product performance does not match expectations.

The level of customer satisfaction is very important in the competitive business world. Customer satisfaction reflects how well a company's products or services meet or exceed consumer expectations. This satisfaction has a major effect on the survival of the company because satisfied customers tend to return to buy the same product or service and even recommend it to others. This provides a significant competitive advantage for companies in a market full of competitors (Syafarudin, 2021).

Consumer loyalty is a customer's attachment to a particular product or service, which is reflected in repeat purchase behavior. This loyalty plays an important role in improving the company's financial performance and ensuring its survival in a competitive market. Consistent repurchases indicate that consumers have trust and satisfaction with the product or service offered (Obafemi et al., 2023).

Customer loyalty does not just appear. This loyalty is the result of positive experiences and satisfaction felt by customers. This satisfaction is measured through the tendency of customers to continue giving their business to brands or organizations that have provided satisfying experiences before. Customers who are satisfied with a product or service tend to be more loyal and faithful to the brand even in the midst of intense competition (Singh, 2020).

Research on packaging shows that packaging plays an important role in purchasing decisions, especially in online shopping. The first physical interaction with the product occurs

when opening the package. Several studies explore various aspects of packaging and its impact on consumer behavior.

Kuvykaite et al. (2009) found that packaging elements such as color, material, and printed information strongly influence purchasing decisions. These elements not only attract attention but also shape the perception of product quality. Visually appealing packaging increases the perception of product quality and encourages impulse purchases, where decisions are made based on first aesthetic appeal.

Roy et al. (2023) also showed that attractive and informative packaging increases consumer purchase intention. In their study, printed details on the packaging, hygienic packaging, and reassuring words on the package had a major effect on purchase decisions, especially among young consumers. This shows that packaging serves not only as a protective barrier but also as a key communicator of product value and information.

In the fashion industry, Silayoi and Speece (2004) found that packaging plays an important role in creating a positive unboxing experience. A satisfying unboxing experience increases customer satisfaction and drives brand loyalty. Consumers are more likely to repurchase from brands that offer an engaging and enjoyable unboxing experience. This experience also influences the perception of product quality.

Shridhar and Shrivastava (2018) highlighted that packaging acts as an effective marketing tool. In e-commerce, where physical touch of the product before purchase is not possible, informative and aesthetically pleasing packaging is essential. Well-designed packaging reinforces brand image and enhances product appeal, influencing consumer purchasing decisions.

Clement (2007) also emphasized the importance of the unboxing experience. Well-designed packaging increases customer satisfaction and promotes brand visibility through the sharing of unboxing experiences on social media. This influences the purchase decisions of other consumers and extends the impact of a positive unboxing experience.

Previous research has provided a broad understanding of the influence of packaging on consumer purchase behavior in general, but there are still significant gaps when focusing on fashion products, particularly in the context of Generation Z's purchase intention. Existing studies often overlook how specific packaging elements influence purchasing decisions among youth who are highly influenced by trends and sustainability.

Most previous research has focused on packaging as a product protection and marketing tool, but little has explored how packaging design can influence Generation Z's perceptions. Generation Z, known for their intense interaction with social media, may have

a unique perspective towards packaging that has not been fully explored in the academic literature. This research aims to fill that gap by exploring how elements of fashion product packaging such as design, material, and sustainability information influence Generation Z's purchase intention.

Fashion product packaging design has a significant influence on consumer satisfaction, especially among Generation Z in Indonesia who more often make transactions through e-commerce platforms such as Shopee. However, it is not yet known to what extent this packaging design affects the level of satisfaction of Generation Z consumers in the context of e-commerce, and how this satisfaction can ultimately shape consumer loyalty. According to Sharma et al. (2020), customer satisfaction is a key factor influencing loyalty, where the higher the level of satisfaction, the more likely customers are to remain loyal to a particular brand or product. Previous research in Indonesia, in particular, has not explored the relationship between the packaging design of fashion products purchased through e-commerce and the level of consumer satisfaction and loyalty. Therefore, this study aims to fill this gap by examining the influence of packaging design on the satisfaction and loyalty of Generation Z consumers in the context of e-commerce in Indonesia.

Research by Taher Mohammed and Abd-El Fattah Hammad (2020) found that product packaging elements, including design and information printed on packaging, have a significant positive influence on customer satisfaction and customer loyalty. These results are supported by research by Sharma et al. (2020) which shows that effective packaging design can attract consumer attention, improve quality perceptions, and encourage brand loyalty. Based on these findings, the hypothesis of this study is formulated as follows:

1. H1: Packaging design of fashion products on E-commerce has a positive and significant influence on Generation Z customer satisfaction.
2. H2: Packaging design of fashion products on E-commerce has a positive and significant influence on Generation Z customer loyalty.

## RESEARCH METHOD

The research approach used in this study is quantitative. This research will use surveys as the main data collection method, as surveys allow to reach target respondents who are spread across various urban areas, especially Generation Z who are active in e-commerce. Surveys are chosen for their ability to collect specific and relevant data from the demographic groups that are the focus of this research in a relatively short period of time. A questionnaire will be distributed online to respondents, which includes questions

designed to gauge their perceptions and preferences towards various aspects of fashion product packaging design.

The subjects of this study are individuals who belong to Generation Z, those born after 1995. This group was chosen because they are digital natives who are very familiar with technology and E-commerce, and have unique characteristics in terms of purchasing preferences and behavior. Respondents will come from the Greater Jakarta area, where access to technology and E-commerce is higher.

The research object in this study is the packaging of fashion products sold through E-commerce platforms. The focus of this research is to evaluate various packaging design elements, such as shape, orientation, typography, information, design complexity, color, symmetry, and simplicity on fashion product packaging, as well as how these elements affect the perception and purchase intention of consumers, especially Generation Z. This research will analyze how packaging design can increase product appeal and influence purchasing decisions in the context of online shopping.

The population in this study are all Generation Z consumers in Jakarta who actively purchase fashion products through e-commerce platforms. Generation Z is defined as individuals born between 1995 and 2010. They are known as "digital natives" because they grew up in a digitally connected era and have a high familiarity with internet technology and social media. The sample for this study was drawn from Generation Z who are active consumers of fashion products on the Shopee platform. The choice of focus on the Shopee platform is based on the high penetration rate of e-commerce in Indonesia as well as Shopee's dominance as the platform of choice among Generation Z. Since the exact population size is unknown, the determination of the sample size is done using the sampling method for unknown populations. The targeted minimum sample size is 200 respondents. The sample will be randomly selected from a list of e-commerce users who meet the predetermined criteria, namely those who actively purchase fashion products on the Shopee platform.

This research uses two types of data, namely primary data and secondary data, to collect relevant information regarding the influence of fashion product packaging in e-commerce on the satisfaction and loyalty of Generation Z consumers in Jakarta. Primary data was collected directly from respondents who are part of Generation Z in Jakarta.

The data analysis technique in this study is designed to test the hypothesis about the effect of packaging design on Generation Z's purchase intention on fashion products. The analysis process begins with data processing, including checking data to ensure consistency

and completeness, and coding qualitative data into quantitative. Next, descriptive analysis was conducted to describe the characteristics of respondents and the distribution of answers using statistics such as mean, median, mode, and standard deviation. Reliability testing with Cronbach's Alpha ensured internal consistency, while validity testing through confirmatory factor analysis evaluated the construct validity of the questionnaire. Linear regression analysis was used to examine the effect of packaging design (independent variable) on Generation Z's purchase intention (dependent variable), with a t-test to determine statistical significance. The results of the analysis are interpreted to provide insights into the packaging design elements that influence purchase intention, along with practical recommendations for fashion companies in designing effective packaging. This technique is expected to provide in-depth understanding and strategic guidance for companies.

## RESULT AND DISCUSSION

### Research Results

#### Demographics of Respondents

Demographic data was collected to understand the basic profile of respondents who are Generation Z consumers who purchase fashion products through the Shopee e-commerce platform. The demographic information analyzed includes age, gender, education level, and frequency of purchasing fashion products online. This data is important because it can provide a clearer picture of the background of the consumers involved in the study as well as provide a more in-depth context in analyzing the relationship between packaging design, satisfaction, and customer loyalty.

This demographic analysis will also help identify variations in respondents' perceptions and preferences based on certain demographic factors, which could potentially influence their purchasing patterns and level of satisfaction with fashion products on Shopee. The gender demographics of the respondents in this study are shown in Figure 1.

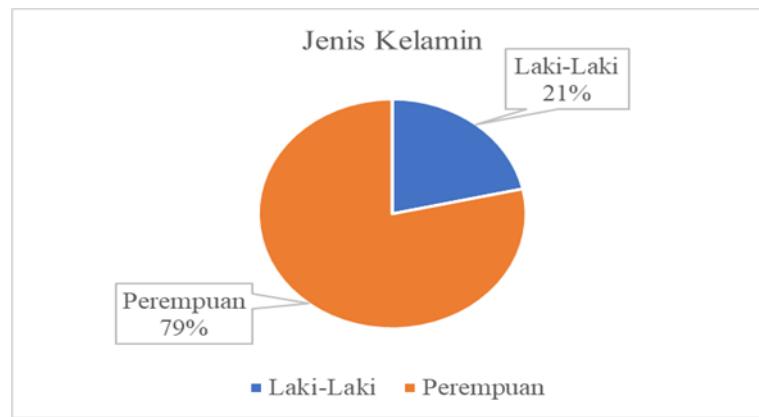


Figure 1. Gender Demographics of Respondents

Based on Figure 1, it can be seen that the majority of respondents in this study were female, with a percentage of 79% (157 respondents), while male respondents only accounted for 21% (43 respondents) of the total participants. The respondents who were successfully collected were individuals who were interested in participating in this study, and from the data it can be seen that the majority of those interested in participating were women. This shows that fashion products sold through e-commerce platforms such as Shopee are more attractive to female consumers than men, which is relevant to the trend that women tend to be more active in shopping for fashion products and following lifestyle trends. The age demographics of respondents in this study can be seen in Figure 2.

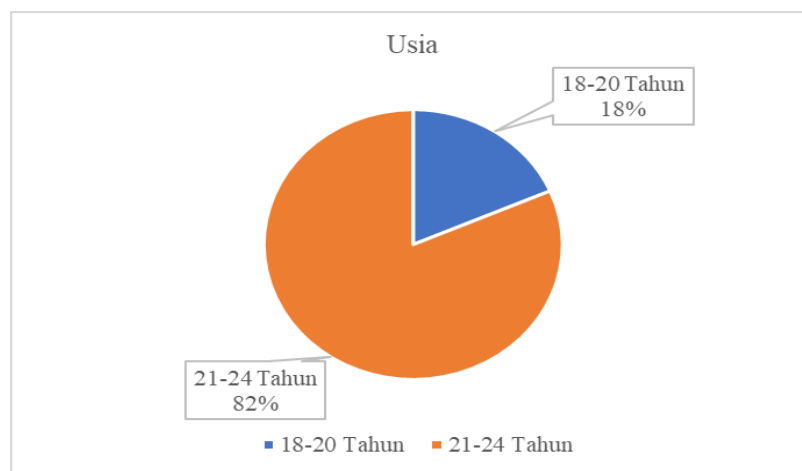


Figure 2. Age Demographics of Respondents

Based on the data collected, all respondents in this study are part of Generation Z, a group of individuals born between 1995 and 2010. As shown in Figure IV.2, the majority of respondents are in the age range of 21-24 years old (82%), while the rest are in the age range of 18-20 years old (18%). This age range is fully in line with the research target that focuses on the consumer behavior of Generation Z, who are known as "digital natives" and

are the main group of e-commerce users in Indonesia. The respondents' activity location demographics are shown in Figure 3.

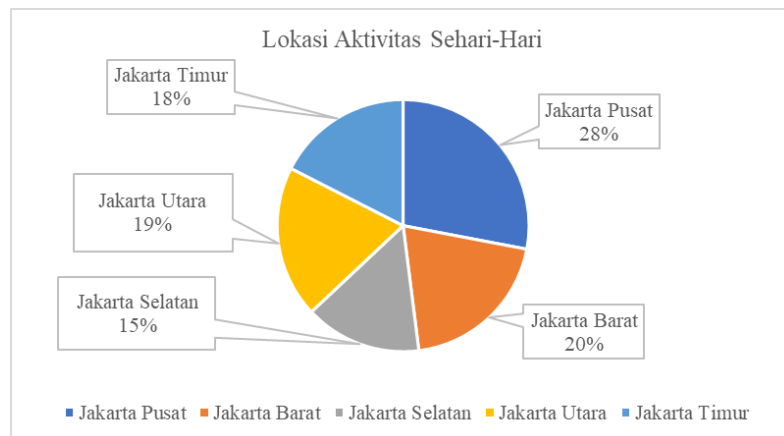


Figure 3. Demographics of Respondents' Daily Activity Location

Based on the data displayed in Figure 3, 28% of respondents or 56 people are active in Central Jakarta, making it the area with the highest number of respondents. West Jakarta takes second place with 20% of respondents or 40 people, followed by North Jakarta which has 19% of respondents or 39 people. East Jakarta accounted for 18% of respondents or 35 people, while South Jakarta recorded 15% of respondents or 30 people. This distribution shows that respondents are evenly spread across the Jakarta area, with the dominance of activity in Central Jakarta and West Jakarta, which may reflect the high access and engagement in e-commerce in those areas. The demographics of respondents' latest education in this study are shown in Figure 4.

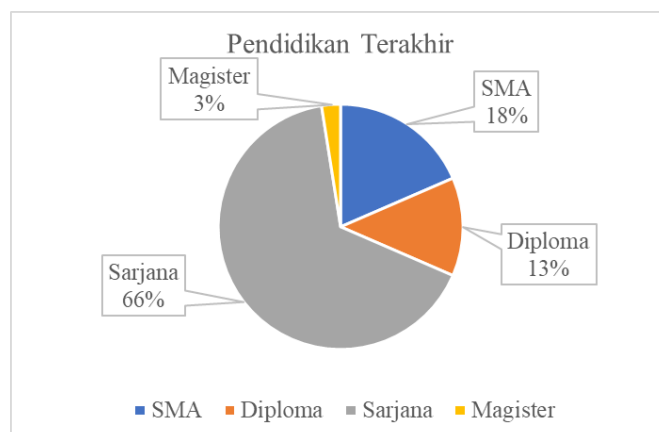


Figure 4. Demographics of Respondents' Daily Activity Location

Based on the data displayed in Figure 4, the majority of respondents have a Bachelor's degree, with a percentage of 66% or 132 people. This shows that most respondents have a relatively high educational background. Respondents with a high school educational

background occupy 18% or 37 people, followed by respondents with Diploma education as many as 13% or 26 people. Meanwhile, only 3% of respondents or 5 people have a Master's level of education. This distribution indicates that the respondents involved in this study are mostly those who have pursued higher education.

### Validity Test

The validity test is carried out to ensure that the research instrument used is able to measure the variables to be studied accurately and in accordance with the research objectives. In this study, the number of respondents used was 200 people. Based on the guidelines from Junaidi (2010), the value of the  $r$  product moment table for a total of 200 respondents at a one-way test significance level of 5% is 0.116.

This means that each item in the research instrument can be declared valid if the correlation value between the item score and the total score ( $r$  count) is greater than the  $r$  table value, which is 0.116. Conversely, if the  $r$  value is smaller than 0.116, then the item is considered invalid. This validity test process aims to ensure that each question item used is able to represent the research variables appropriately and is relevant to the research objectives. The results of the validity test in this study are shown in Table 1.

Table 1. Validity Test Results

Variable	Indicator	Pearson Correlation	R Table
Product Packaging Design	DKP1	0,507	0,116
	DKP2	0,448	0,116
	DKP3	0,292	0,116
	DKP4	0,431	0,116
	DKP5	0,481	0,116
	DKP6	0,548	0,116
	DKP7	0,335	0,116
	DKP8	0,603	0,116
	DKP9	0,52	0,116
	DKP10	0,232	0,116
	DKP11	0,598	0,116
	DKP12	0,591	0,116
	DKP13	0,298	0,116
Customer Satisfaction	KP1	0,373	0,116
	KP2	0,314	0,116
	KP3	0,428	0,116

	KP4	0,563	0,116
	KP5	0,386	0,116
	KP6	0,508	0,116
	KP7	0,244	0,116
	KP8	0,684	0,116
	KP9	0,631	0,116
	KP10	0,296	0,116
	KP11	0,684	0,116
	KP12	0,631	0,116
Customer Loyalty	LP1	0,607	0,116
	LP2	0,69	0,116
	LP3	0,593	0,116
	LP4	0,333	0,116
	LP5	0,688	0,116
	LP6	0,342	0,116
	LP7	0,511	0,116
	LP8	0,566	0,116
	LP9	0,518	0,116
	LP10	0,26	0,116

Based on the validity test results, all indicators on the research variables, namely Product Packaging Design, Customer Satisfaction, and Customer Loyalty, are proven valid. In the product packaging design variable, all indicators have a Pearson Correlation (r count) value greater than the r table of 0.116, as determined by Junaidi (2010) for a number of 200 respondents and a one-way test significance level of 5%.

Overall, these results indicate that all indicators used in this study are valid and suitable for use in subsequent analysis. With guaranteed validity, the results of this study can provide a more accurate understanding of the effect of packaging design on customer satisfaction and loyalty.

## Discussion

The Effect of Product Packaging Design on Generation Z Consumer Satisfaction and Loyalty

### a. The Effect of Product Packaging Design on Generation Z Consumer Satisfaction

Packaging design plays an important role in influencing consumer satisfaction, especially in the fashion industry that prioritizes aesthetics and visual experience. Product packaging not only serves as a physical protector of the product, but also becomes one of

the main tools in attracting consumer attention and conveying brand messages. In the context of e-commerce, particularly Shopee, an attractive, informative, and quality packaging design can increase consumers' perception of the value of the products they purchase, which ultimately affects their level of satisfaction.

Table 2. Correlation of DKP - KP Variable Relationship

Variable Relationship	R Square
DKP - KP	0,845

Based on the results of the regression analysis that has been carried out on the relationship between the fashion product packaging design variable and customer satisfaction, the R Square value is 0.845. This indicates that 0.845 of the variation in customer satisfaction can be explained by the product packaging design variable. This finding shows that the elements in packaging design greatly contribute to the level of customer satisfaction. The remaining 0.154 is explained by other factors not included in this model.

Based on these results, the first hypothesis in this study, namely "Packaging design of fashion products on E-commerce Shopee has a positive and significant influence on Generation Z customer satisfaction," is proven correct based on the results of regression analysis. The R Square value of 0.845 indicates a very strong relationship between product packaging design and customer satisfaction. This means that the better the product packaging design, the higher customer satisfaction with the fashion products they buy at Shopee.

When connected to the descriptive statistical results of the customer satisfaction variable, it can be seen that indicator KP2, which measures customer perceptions of fashion product design, received an average value of 3.85 with a standard deviation of 0.758. This means that the majority of respondents agree that the design of the fashion products they buy on Shopee is attractive, and this perception is relatively uniform among respondents. In other words, visual elements of product design such as the shape, color, and typography of the packaging play a big role in shaping customer satisfaction.

Furthermore, indicator KP3, which measures the durability of fashion products purchased on Shopee, received an average value of 3.79 with a standard deviation of 0.566, indicating that customer satisfaction is also related to how strong and durable the products they purchase are. Packaging elements, such as packaging security and protection of the product during shipping, might contribute to this perception, as good packaging can keep the product in good condition when it reaches the consumer.

Thus, it can be concluded that the packaging design of fashion products is not only visually appealing, but also enhances the perception of product quality. Design elements such as color selection, clear typography, and complete information are important factors that drive customer satisfaction.

The results of this study are in line with several previous studies which support that packaging design has a significant influence on customer satisfaction. Research by Lewis & Fauzi (2023) shows that product packaging significantly and positively affects customer satisfaction, as seen from the p-value of 0.030. This suggests that packaging has an important role in shaping consumer perceptions, which in turn affects their level of satisfaction with the product. This finding supports the results of the regression analysis in this study, where fashion product packaging design contributes greatly to customer satisfaction with an R Square value of 0.846.

Research by Zhao et al. (2021) also found a significant relationship between packaging and customer satisfaction, with part of the effect mediated by customer satisfaction. The results of this study confirm that packaging design elements not only serve as aesthetic factors but also contribute to consumer purchasing behavior. This supports the results of this study, where the packaging design in Shopee not only increases customer satisfaction but also strengthens the perception of product quality, as seen from the indicators in the customer satisfaction variable.

Furthermore, research by Vyas (2015) confirms that elements of packaging design, such as size, shape, material, typography, and user experience with packaging, influence consumer perceptions of fashion products and brands. The results of this study are in accordance with the descriptive results in this study, where design elements such as packaging shape (KP1) and typography (KP3) received positive responses from consumers. This shows that effective packaging design not only attracts consumers' attention but also plays a role in increasing their satisfaction and loyalty towards fashion products on Shopee.

Thus, the findings of this study are supported by the results of previous studies that show a significant influence of packaging design on customer satisfaction. Packaging design elements, as has been shown in this study, have a key role in shaping product quality perceptions and ultimately increasing customer satisfaction on Shopee.

Based on the data obtained from the descriptive and regression analysis, the following is an identification of the elements of packaging design that make the most significant contribution to customer satisfaction in Shopee:

- 1) Packaging Shape (DKP1): The mean value of 3.54 with a standard deviation of 0.722 indicates that most respondents agree that the shape of the packaging of the fashion products they buy at Shopee attracts their attention. Although the standard deviation is relatively small, this shows that customer perceptions are fairly uniform regarding the shape of the packaging. An attractive shape can create a positive visual experience, which ultimately increases customer satisfaction.
- 2) Typography (DKP3): Typography received the highest mean score among the other elements, at 3.85 with a standard deviation of 0.758. This indicates that the readability of typography on packaging is very important to consumers, and packaging with easy-to-read text contributes greatly to customer satisfaction. Clear and easy-to-understand typography improves the perception of product quality, and helps consumers feel confident in the information provided.
- 3) Product Information (DKP4): Clear and easy-to-understand information also plays an important role, with a mean value of 3.79 and a standard deviation of 0.566. Respondents indicated that the information on the packaging, such as product details and how to use, greatly influenced their satisfaction. This aligns with the importance of transparency and completeness of information for consumers as they make purchasing decisions.
- 4) Packaging Color (DKP9): Packaging color gets an average value of 3.70 with a standard deviation of 0.681. Color plays an important role in attracting customer attention and increasing the perception of product quality. Colors that match the characteristics of fashion products can create emotional appeal, which ultimately increases customer satisfaction with the products they buy on Shopee.

Based on the analysis, it can be concluded that typography and product information are the two most significant elements in influencing customer satisfaction, as both received high mean scores and low standard deviations, indicating a relatively uniform perception among consumers. The shape and color of the packaging also make a positive contribution, although their influence is not as great as typography and product information.

#### b. The Effect of Product Packaging Design on Generation Z Consumer Loyalty

Packaging design plays an important role in building consumer loyalty, especially in the fashion industry which relies heavily on visual imagery and aesthetic appeal. Customer loyalty is not only determined by product quality, but also by consumer perceptions of how the product is presented, including through packaging design elements. Attractive,

informative and functional packaging can create a lasting positive impression in the minds of consumers, thus increasing their likelihood of repurchasing the same product in the future.

Table 3. DKP-LP Relationship Correlation

Variable Relationship	R Square
DKP - LP	0,798

Based on the research results, the second hypothesis which states that the packaging design of fashion products on Shopee e-commerce has a positive and significant influence on Generation Z customer loyalty, can be accepted. This is indicated by the R Square value of 0.798, which means that packaging design contributes 0.798 to the variability of customer loyalty. These results reinforce the belief that attractive and functional packaging design can encourage customer loyalty, especially among Generation Z who tend to pay more attention to visual aspects and the overall consumer experience.

The results of this study are in line with previous research that highlights the importance of packaging design in building customer loyalty. In the research of Mensah et al. (2021), it was found that brand equity acts as a full mediator between packaging design and customer loyalty, indicating that well-designed packaging increases the perception of brand equity, which in turn builds customer loyalty. This is similar to the findings in this study, where packaging design elements such as color, typography, and information influence Generation Z's loyalty on the Shopee platform through increasing perceptions of product quality and trust in the brand.

In addition, research by Mensah et al. (2021) also found that brand association mediates the relationship between packaging and brand loyalty, suggesting that packaging plays an important role in creating positive associations with the brand, which ultimately strengthens loyalty. The results of this study show that consumers who are impressed with the packaging design tend to be more loyal to fashion products purchased through Shopee. Thus, packaging design elements not only serve as an initial attention grabber, but also build long-term relationships with consumers, in line with previous studies.

These two studies support the finding that the packaging design of fashion products on e-commerce such as Shopee has a significant influence on customer loyalty, strengthening the argument that the visual and informational aspects of packaging influence consumers' decision to remain loyal to a brand.

## Types of Packaging Design Most Favored by Generation Z Consumers

Generation Z, especially those who shop through the Shopee platform. Generation Z, known as the digital native generation, has a particular preference for packaging designs that prioritize visual elements, aesthetics, and functionality. These elements not only serve to attract attention, but also become important factors that influence their perception of product quality.

This analysis was conducted based on the results of a questionnaire that evaluated various packaging design elements, such as shape, color, typography, product information, and packaging durability. The findings from this section are expected to provide a clear picture of Generation Z's preferences for packaging design that suits their needs and lifestyle. In addition, the results of this analysis also aim to provide practical recommendations for fashion industry players in creating more effective and relevant packaging designs to reach consumers in the digital era. Generation Z consumers' preferences for packaging design elements are shown in Figure 5 below.

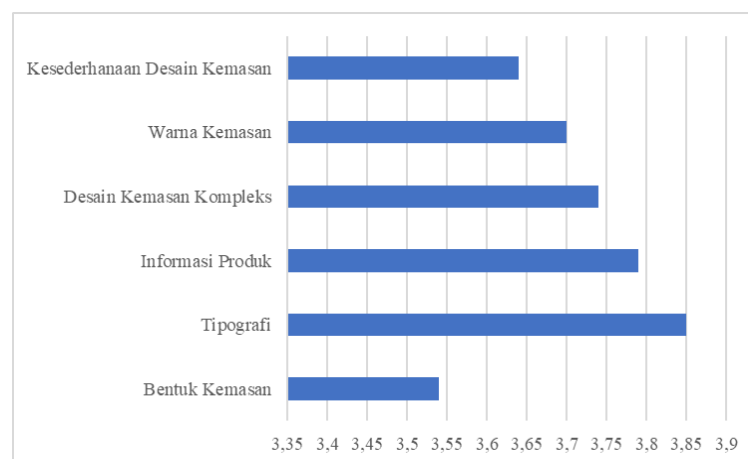


Figure 5. Generation Z consumers' preferences for packaging design elements

Figure 5 shows Generation Z consumers' preferences for various packaging design elements of fashion products on the Shopee platform. The elements analyzed include shape, color, typography, product information, simplicity of design, and packaging durability. This graph is based on the results of a questionnaire that evaluates how each packaging design element affects consumers' perception of quality, satisfaction, and loyalty. Based on the data that has been displayed, the following results were obtained.

- 1) Typography received the highest average score (3.85), indicating that this element is a major concern for Generation Z consumers. This indicates that consumers consider easy-to-read typography very important in packaging design, especially in helping them understand product information effectively.

- 2) Product Information came in second with an average score of 3.79. This shows that consumers highly value the clarity of information on the packaging, such as product details and instructions for use, which help them in making purchasing decisions.
- 3) Complex Packaging Design ranked third with an average score of 3.74. This reflects consumers' preference for packaging that gives an aesthetic impression and reflects the quality of the product, although the level of complexity should remain balanced to avoid confusion.
- 4) Packaging Color gets an average score of 3.70, indicating that the selection of colors that are attractive and reflect brand identity is also considered important by consumers. Color can serve as a visual element that strengthens product appeal.
- 5) Simplicity of Packaging Design has an average score of 3.64. Although not as big as other elements, consumers still appreciate simple yet modern packaging, which reflects today's design trends.
- 6) Form of Packaging received the lowest average score (3.54), although it is still on a fairly high scale. This shows that the shape of the packaging has an influence on consumer perception, but not as strong as other elements such as typography or product information.

Overall, packaging design elements such as typography and product information stand out as the main factors that influence consumer satisfaction and loyalty towards fashion products on Shopee. These elements can serve as a guide for manufacturers to improve the appeal of their packaging. Based on the research results, here are examples of packaging designs that are most appealing to generation Z consumers.



Figure 6. Packaging design that appeals to Generation Z consumers

Figure 6 shows the relationship between fashion product packaging design and Generation Z's level of customer loyalty and satisfaction. From this visualization, it can be seen that packaging designs that are complex and have good typography tend to be in the quadrant with high customer loyalty and satisfaction. Such designs are able to capture consumers' attention through strong visual elements, clear information, and a modern aesthetic impression, thus creating a positive experience that contributes to increased loyalty and satisfaction.

Conversely, packaging designs that are too simple or minimalist tend not to have a significant impact on customer loyalty or satisfaction. While a simple design can ease the process of brand recognition, less appealing visual elements and limited information are not enough to leave a lasting impression on Generation Z consumers.

Complex yet organized packaging designs, with easy-to-read typography, have a high appeal to Generation Z. This kind of packaging not only gives a premium feel, but also creates a pleasant visual experience. Generation Z, which pays close attention to details and aesthetics, tends to be more loyal to brands that offer a good visual experience. In addition, packaging with complex design elements often conveys the impression that the product is of higher value and designed with great attention to detail. Elements such as attractive colors, a modern feel, and easy-to-find product information have a significant impact on consumers' perception of product quality.

On the contrary, packaging that is too simple or minimalistic does not have enough elements to significantly influence consumer loyalty and satisfaction. Such packaging may be considered less appealing by Generation Z who tend to prefer products that provide a more immersive visual experience. Designs that are too simple may fail to convey a strong brand identity or provide enough information to consumers. While simple packaging may be practical, in the context of a competitive fashion market, this kind of design may give the impression of a less attractive or less innovative product.

Generation Z is characterized as a digital consumer who pays close attention to visual elements in choosing products. Therefore, packaging with attractive colors, unique graphics, and prominent design structures tends to be more successful in building an emotional connection with consumers. These elements not only influence customer loyalty and satisfaction, but also give brands a competitive advantage on e-commerce platforms like Shopee.

## CONCLUSION

Based on the results of research on the influence of fashion product packaging design on the Shopee platform on the satisfaction and loyalty of Generation Z consumers, several main conclusions can be drawn:

- 1) Packaging design has a significant influence on customer satisfaction. Elements such as easy-to-read typography, attractive colors, and clear product information are proven to increase the perception of product quality in the eyes of consumers, which ultimately contributes to their level of satisfaction.
- 2) Packaging design also has a positive effect on customer loyalty. Consumers who are satisfied with the packaging design, both visually and functionally, tend to make repeat purchases and remain loyal to the brand.
- 3) The most influential packaging design elements in this study are typography and information, followed by packaging color. These factors play an important role in shaping consumers' perception of product quality and aesthetic impression.
- 4) Although packaging design contributes significantly, other factors such as price and product quality also influence customer satisfaction and loyalty, although they are not discussed in depth in this study.

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