# THE INFLUENCE OF PRODUCT QUALITY, PACKAGING, AND BRAND IMAGE ON GIFT-GIVING BEHAVIOR THROUGH SENTIMENTAL VALUE IN PRETTY MISSY BRAND TOYS

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**KEYWORDS:**

Product Quality, Packaging, Brand Image, Gift Giving Behavior, Sentimental Value

**ABSTRACT**

This research was conducted because of the importance of understanding the factors that influence gift-giving behavior in toys, especially in a competitive market. This study aims to determine and analyze the effect of product quality, packaging, and brand image on gift-giving behavior through the sentimental value of Pretty Missy brand toys. This research is included in the type of quantitative research. The population in the study were customers who made transactions at TK Retail and domiciled in the Greater Jakarta area, known in the period May - October 2023 totaling 844,022 customers, with a total minimum sample required of 204 samples where the sampling technique used was purposive sampling technique. The data analysis method uses the Structural Equation Model-Partial Least Square (SEM-PLS). The results of this study indicate that product quality, packaging, and brand image, have a positive effect on sentimental value in Pretty Missy brand toys. Sentimental value and product quality have a positive effect on gift-giving behavior on Pretty Missy brand toys. Packaging has a positive but insignificant effect on gift-giving behavior on Pretty Missy brand toys. Brand image has a positive but insignificant effect on gift-giving behavior on Pretty Missy brand toys. Product quality has a positive and significant effect on gift-giving behavior through sentimental value. Packaging has a positive and significant effect on gift-giving behavior through sentimental value. Brand image has a positive and significant effect on gift-giving behavior through sentimental value. Saran yang dapat diberikan adalah Pretty Missy harus fokus pada peningkatan tingkat kenyamanan produknya dan melakukan pengujian produk dengan anak-anak dan orang tua untuk memberikan masukan yang lebih baik.aran yang dapat diberikan adalah Pretty Missy harus fokus pada peningkatan tingkat kenyamanan produknya dan melakukan pengujian produk dengan anak-anak dan orang tua untuk memberikan masukan yang lebih baik.

## INTRODUCTION

Gift-giving behavior is a behavior or habit carried out by individuals to complete a celebration. The celebration will be synonymous with giving gifts to loved ones (Alinggahe, 2023). Gift-giving behavior is something that is very common in all levels of society, but the significance and frequency of giving are determined by economic value and symbolic value related to cultural norms that develop in society (Givi et al., 2023). Receiving a gift from a partner, family, colleague, or friend makes the recipient of the gift feel happy so that they not

**THE INFLUENCE OF PRODUCT QUALITY, PACKAGING, AND BRAND IMAGE ON GIFT-GIVING BEHAVIOR THROUGH SENTIMENTAL VALUE IN PRETTY MISSY BRAND TOYS**

**Vol 3 No 8, Agustus 2024**

only express their gratitude through words or short messages but are often accompanied by making special and interesting posts on their social media networks, for example on Instagram. The upload usually does not only mention the name of the gift giver, it is not uncommon for the brand name or brand account of the gift received to be embedded in the upload. Thus, this upload can also be re-uploaded by the gift giver, and the brand account is included in the upload.

Not everyone likes to show off their gifts on their social media, but in today's digital era, it is possible for someone to express their gratitude towards the gift giver, of course, the upload will usually depend on who gave the gift. The more important or close the relationship between the giver and the recipient of the gift, the more likely the recipient of the gift will upload the gift on their social media network, especially if the product given has personal value, uniqueness, or is a well-known brand, the greater the chance of including the brand name in the upload. For brands that make gift-givers one of the target markets, of course, this trend is an opportunity and advantage that should be taken into account in increasing sales potential in the gift-giving segment and at the same time can increase brand awareness.

Giving a gift to someone aims to strengthen social relationships in the community. Gift-giving is also an activity aimed at expressing concern, providing benefits, or maintaining harmonious relationships. This is also called prosocial activity (Gulliford, n.d.). The characteristics of items given to someone have certain characteristics. The choice of gift form depends on the recipient of the gift (Charlesworth, n.d.). If the recipient of the gift is an adult male, the gift giver will choose a gift that suits the character of an adult male. This also applies if the recipient of the gift is a child aged 3-8 years, then often the gift given is a toy. This is in line with the results of a pre-survey conducted on 33 individuals who have children and/or female relatives aged 3-8 years, it is known that as many as 96.97% of respondents give toys to children/relatives as gifts on certain festive days to add to the impression on that special day, even nowadays it is not uncommon for parents to give gifts when their children are diligent in school and get good grades to increase motivation in learning.

The choice of gifts to be given to someone not only considers the intended use but also product quality. Product quality is the ability of a product to demonstrate its function (Abdurrahim, 2023). It is also related to durability, reliability, accuracy, ease of operation, and repair of products and attributes of the product as a whole (Hariyanto, 2022). The main value expected by customers from manufacturers is high product quality. Consumers tend to look for products by looking at the quality shown. The higher the quality offered by the company for a product, the higher the interest in the product will be (Saputri, 2021).

Product quality testing can be done directly by consumers by trying, feeling the texture, seeing the raw materials used, and observing other attributes of the product (Sarwini, 2021). Product quality is an important thing that every company must strive for if the company wants to compete in the market to satisfy consumer needs and desires (Nuristiqomah, 2020). This is because consumers are very specific in choosing and sorting out the products to be purchased.

Product quality is a factor contained in an item that makes the item suitable for the purpose of the item itself (Sapitri & Onsardi, 2021). Technological advances that are

**Vol 3 No 8, August 2024**

THE INFLUENCE OF PRODUCT QUALITY, PACKAGING, AND BRAND IMAGE ON GIFT-
GIVING BEHAVIOR THROUGH SENTIMENTAL VALUE IN PRETTY MISSY BRAND TOYS

increasingly modern and sophisticated make changes to people's mindsets to be more practical and economical to achieve an increasingly modern standard of living (Sugianta, 2021). A modern society is shown by the frequent demands for perfection in social life. Individuals will become more open to providing high standards of value for the quality of products and services. Product quality is not only related to the product itself but also includes packaging.

Packaging is one of the important parts when marketing a product because the packaging itself functions as a protective product that is released. Packaging can be a selling tool. Packaging design is very effective when the seller knows his sales target (Simss, 2022). Packaging is not only protective but also part of the consumer's touching point or the point where consumers are drawn to buy the product. Packaging aims to create a strong visual in the minds of consumers (hen, 2021) Products must be packaged attractively so that they have a different impression from other products on the market, both rival products of the same type and type (Suci, 2023). Packaging is the beginning of product introduction to consumers. Packaging can be optimally useful if supported by structured planning both internally and externally.

The level of product quality and packaging are two key factors that can have a significant impact on the brand image of a product (Diputra, 2021). Product quality creates an impression on consumers about reliability, performance (Cesariana, 2022), and satisfaction provided by the product (Tirtayasa, 2021). When a product meets or even exceeds consumer expectations related to its quality, this can strengthen the positive image of the brand. Conversely, products that do not meet the expected quality standards can damage brand image and consumer trust (Maulyan, 2022).

In addition, product packaging is the face of a brand. Packaging is the first element seen by consumers when they interact with products in stores or online (Hariyanto, 2022). Attractive, informative, and aesthetic packaging can create a positive impression. Well-designed packaging not only protects the product but can also give consumers a feeling of quality and attention to detail. Visually appealing packaging can also help products stand out on shelves and increase consumer appeal.

Good product quality and attractive packaging not only create a positive experience for consumers (Pramudita, 2022) but also build a strong brand image (Anam, 2020). Brands identified with high-quality products and attractive packaging can illustrate the brand's commitment to customer satisfaction and product excellence (Moreua, 2020). Therefore, companies and brands often invest in ensuring that their products have consistent quality and attractive packaging, as they realize that this has a major impact on how their brand is seen by buyers.

According to (Liu, 2020) in their article entitled Exploring Hotel Brand Attachment: The mediating role of sentimental value the results of the study show that sentimental value has a mediating role in building brand relationships Items that have sentimental value cannot be limited to certain items. This can be in the form of stationery, watches, clothes, to toys can have sentimental value that can trigger joy for the owner. Based on the results of a pre-survey conducted on 33 respondents who have children or relatives aged 3-8 years, it is known that 81.81% of respondents think that sentimental value is a consideration factor in choosing something. As many as 78.78% of respondents admitted that they have sentimental value towards a certain character or toy. The sentimental value itself will shape and influence gift-

**THE INFLUENCE OF PRODUCT QUALITY, PACKAGING, AND BRAND IMAGE ON GIFT-GIVING BEHAVIOR THROUGH SENTIMENTAL VALUE IN PRETTY MISSY BRAND TOYS**

**Vol 3 No 8, Agustus 2024**

giving behavior. Research conducted by Givi & Galak, (2019) shows that when someone is faced with a choice between a gift with sentimental value and a gift that matches the recipient's preferences, the gift giver tends to choose a gift that matches the recipient's preferences. This is supported by the gift giver's doubt whether the recipient will like the item that has sentimental value.

Preliminary research on 33 respondents who have children or relatives aged 3-8 years was conducted to determine the variables to be used in this study. The variables used in the preliminary research consist of sentimental value, licensed character, packaging, brand awareness, brand image, perceived quality, customer satisfaction, product quality, purchase intention, and word of mouth.

Product quality received a value of 92.42%, which means that respondents feel that Pretty Missy products have good quality. Customers will choose products of good quality to give as gifts to others. Sentimental value gets a value of 84.84%, which means that respondents use sentimental value as a consideration in choosing gifts to give to others. Brand image gets a value of 83.64% which indicates that brand image is the main consideration in choosing gifts for others. Gift givers will choose gifts from brands with a good image to give as gifts. Packaging received a percentage value of 82.73% which indicates that consumers consider packaging to purchase toy products. Attractive packaging is usually preferred by children aged 3-8 years so it is used as a consideration for choosing gifts.

Based on this description, a study was conducted entitled "The Effect of Product Quality, Packaging, and Brand Image on Gift-Giving Behavior through Sentimental Value on Pretty Missy Brand Toys" dengan tujuan menilai sejauh mana kualitas produk Pretty Missy Brand Toys mempengaruhi konsumen dalam memilih produk ini sebagai hadiah.

## RESEARCH METHODS

This study uses a quantitative approach based on statistical information, quantitative methods are methods that aim to test a particular theory by collecting data to refute or support existing theories. The quantitative research method is also a research method based on concrete data and based on the philosophy of positivism, research data in the form of numbers will be measured using statistics as a calculation test tool, related to the problem under study to produce a conclusion (Sugiyono, 2019). Quantitative research methods act as scientific or scientific methods because they have fulfilled scientific rules concretely, objectively, measurably, rationally, and systematically. Quantitative research methods use a lot of numbers starting from the data collection process to its interpretation.

Population is an area that will be studied in a research study. the selected population has a close relationship with the problem under study. Population is the total number of units of analysis whose characteristics will be determined. Population is also a generalization area consisting of objects/subjects that have certain qualities and characteristics set by researchers to study and draw conclusions (Sugiyono, 2013). The population in this study are customers who make transactions at TK Retail and are domiciled in the Jabodetabek area known in the period May - October 2023 (there are 26 TK Retail stores in Jabodetabek) totaling 844,022 customers. The following are details of the number of TK Retail customers who made

**Vol 3 No 8, August 2024**

THE INFLUENCE OF PRODUCT QUALITY, PACKAGING, AND BRAND IMAGE ON GIFT-
GIVING BEHAVIOR THROUGH SENTIMENTAL VALUE IN
PRETTY MISSY BRAND TOYS

transactions in the Jabodetabek area during that period.

The sample is part of the population that the researcher wants to study. Samples are part of the number and characteristics of a population. Samples are part of the existing population so sampling needs to use certain methods based on existing considerations (Sugiyono, 2019). In this sampling technique, the purposive sampling technique is used. The purposive sampling technique is a sampling technique that uses certain criteria as a basis for consideration (Sugiyono, 2019). The samples used in this study include the following criteria:

a. A customer who has made transactions at TK Retail in the Jabodetabek area within the last six months, customers who make transactions at TK Retail in question are decision-makers in purchasing and making transactions at TK Retail in the Jabodetabek area.
b. Purchase Pretty Missy products at TK Retail in the Greater Jakarta area in the period August 2023 - January 2024.
c. The purchase of Pretty Missy products is intended as a gift.
d. Is a parent or relative who makes the decision to purchase Pretty Missy products as gifts.

Jumlah sampel ditentukan sehingga sampel yang digunakan pada penelitian ini dapat mewakili populasi yang akan diteliti. Penentuan jumlah sampel minimum dihitung berdasarkan rumus berikut (Hair, 2019):

N= 5 ×jumlah indikator

Penelitian ini menggunakan dimensi sebanyak 22 dengan indikator sebanyak 37 maka jumlah sampel minimum yang digunakan adalah:

N= 5 ×37

N= 185

Besar sampel minimum yang dibutuhkan pada penelitian ini adalah sebanyak 185 sampel. Penambahan jumlah samapel perlu dilakukan untuk menghindari terjadinya non-response sebanyak 10% dari besar sampel minimum yaitu 19 sampel, sehingga total sampel minimum yang dibutuhkan berjumlah 204 sampel.

## RESULTS AND DISCUSSION

This study involved 206 respondents who were customers who made transactions at Kindergarten Retail in the Jabodetabek area, purchased Pretty Missy products as gifts at Kindergarten Retail in the Jabodetabek area during August 2023 - January 2024, and were parents or relatives who made decisions on purchasing Pretty Missy products as gifts.

**Descriptive Analysis of Respondents**

This section will explain the descriptive characteristics of research respondents which can be seen as follows.

**Table 1**
**Descriptive Characteristics of Respondents Based on Gift Giver Age**

| Description | Frequency | Percentage (%) |
|---|---|---|
| <20 year | 14 | 6.8 |
| 20-29 year | 57 | 27.7 |
| 30-39 year | 118 | 57.3 |
| >39 year | 17 | 8.3 |
| Total | 206 | 100 |

**THE INFLUENCE OF PRODUCT QUALITY, PACKAGING, AND BRAND IMAGE ON GIFT-GIVING BEHAVIOR THROUGH SENTIMENTAL VALUE IN PRETTY MISSY BRAND TOYS**

**Vol 3 No 8, Agustus 2024**

Source: Questionnaire data processed by researchers, 2024

Based on the age of the gift giver, respondents with an age range of 30-39 years dominated, namely 118 respondents (57.3%), followed by respondents with an age range of 20-29 years, namely 57 respondents (27.7%), followed by respondents with an age of >39 years, namely 17 respondents (8.3%), and finally respondents with an age range of <20 years, namely 14 respondents (6.8%).

**Table 2**
**Descriptive Characteristics of Respondents Based on the Gender of the Gift Giver**

| Description | Frequency | Percentage (%) |
|---|---|---|
| Male | 21 | 10.2 |
| Female | 185 | 89.8 |
| Total | 206 | 100 |

Source: Questionnaire data processed by researchers, 2024

The results of the table above show that of the 206 respondents studied based on the gender of the gift giver, women dominate, namely 185 respondents (89.8%) and men as many as 21 respondents (10.2%).

**Table 3**
**Descriptive Characteristics of Respondents Based on Last Education**

| Description | Frequency | Percentage (%) |
|---|---|---|
| Junior high school/equivalent | 1 | 0.5 |
| SMA / Equivalent | 41 | 19.9 |
| D3 / D4 / S1 | 148 | 71.8 |
| S2 and above | 16 | 7.8 |
| Total | 206 | 100 |

Source: Questionnaire data processed by researchers, 2024

Based on the latest education, respondents with the latest D3 / D4 / S1 education dominate, namely 148 respondents (71.8%), followed by respondents with the latest high school / equivalent education, namely 41 respondents (19.9%), followed by respondents with the last education S2 and above, namely 16 respondents (7.8%), and finally respondents with the last education SMP / equivalent, namely 1 respondent (0.5%).

**Table 4**
**Descriptive Characteristics of Respondents Based on Occupation**

| Description | Frequency | Percentage (%) |
|---|---|---|
| State-owned Enterprise Employee | 41 | 19.9 |
| Civil Servant | 41 | 19.9 |
| Private Employee | 99 | 48.1 |
| Student | 14 | 6.8 |

**Vol 3 No 8, August 2024**

THE INFLUENCE OF PRODUCT QUALITY, PACKAGING,
AND BRAND IMAGE ON GIFT-
GIVING BEHAVIOR THROUGH SENTIMENTAL VALUE IN
PRETTY MISSY BRAND TOYS

| | | |
|---|---|---|
| Others | 11 | 5.3 |
| Total | 206 | 100 |

Source: Questionnaire data processed by researchers, 2024

Based on occupation, respondents with private employee jobs dominated, namely 99 respondents (48.1%), followed by respondents with BUMN employee jobs and Civil Servants, each totaling 41 respondents (19.9%), followed by respondents with student jobs, namely 14 respondents (6.8%), and finally respondents with other jobs, namely 11 respondents (5.3%).

**Table 5**
**Descriptive Characteristics of Respondents Based on Domicile**

| Description | Frequency | Percentage (%) |
|---|---|---|
| Bekasi | 13 | 6.3 |
| Bogor | 18 | 8.7 |
| Depok | 29 | 14.1 |
| Jakarta | 120 | 58.3 |
| Tangerang | 26 | 12.6 |
| Total | 206 | 100 |

Source: Questionnaire data processed by researchers, 2024

Based on domicile, respondents with domicile in Jakarta dominate, namely 120 respondents (58.3%), followed by respondents with domicile in Depok, namely 29 respondents (14.1%), followed by respondents with domicile in Tangerang, namely 26 respondents (12.6%), followed by respondents with domicile in Bogor, namely 18 respondents (8.7%), and finally respondents with domicile in Bekasi, namely 13 respondents (6.3%).

**Table 6**
**Descriptive Characteristics of Respondents Based on the Age of Gift Recipient**

| Description | Frequency | Percentage (%) |
|---|---|---|
| 3 year | 36 | 17.5 |
| 4 year | 63 | 30.6 |
| 5 year | 64 | 31.1 |
| 6 year | 21 | 10.2 |
| 7 year | 16 | 7.8 |
| 8 year | 6 | 2.9 |
| Total | 206 | 100 |

Source: Questionnaire data processed by researchers, 2024

Based on the age of the gift recipient, respondents with 5 years of age dominated, namely 64 respondents (31.1%), followed by respondents with 4 years of age, namely 63 respondents (30.6%), followed by respondents with 3 years of age, namely 36 respondents (17.5%), followed by respondents with 6 years of age, namely 21 respondents (10.2%), followed by

**THE INFLUENCE OF PRODUCT QUALITY, PACKAGING, AND BRAND IMAGE ON GIFT-GIVING BEHAVIOR THROUGH SENTIMENTAL VALUE IN PRETTY MISSY BRAND TOYS**

**Vol 3 No 8, Agustus 2024**

respondents with 7 years of age, namely 16 respondents (7.8%), and finally followed by respondents with 8 years of age, namely 6 respondents (2.9%).

**Table 7**
**Descriptive Characteristics of Respondents Based on the Gender of Gift Recipient**

| Description | Frequency | Percentage (%) |
|---|---|---|
| Male | 20 | 9.7 |
| Female | 186 | 90.3 |
| Total | 206 | 100 |

Source: Questionnaire data processed by researchers, 2024

The results of the table above show that of the 206 respondents studied based on the gender of the recipient of the gift, women dominate, namely 186 respondents (90.3%), and men as many as 20 respondents (9.7%).

**Table 8**
**Descriptive Characteristics of Respondents Based on Special Budget to Buy Toys as Gifts**

| Description | Frequency | Percentage (%) |
|---|---|---|
| <Rp100.000 | 2 | 1.0 |
| Rp100.000-Rp300.000 | 76 | 36.9 |
| Rp300.001-Rp500.000 | 83 | 40.3 |
| Rp500.001-Rp1.000.000 | 39 | 18.9 |
| >Rp1.000.000 | 6 | 2.9 |
| Total | 206 | 100 |

Source: Questionnaire data processed by researchers, 2024

Based on the specific budget for buying toys as gifts, respondents with a budget of Rp300,001-Rp500,000 dominated, namely 83 respondents (40.3%), followed by respondents with a budget of Rp100,000-Rp300,000, namely 76 respondents (36.9%), followed by respondents with a budget of Rp500,000-Rp1,000,000, namely 39 respondents (18.9%), followed by respondents with a budget of >Rp1,000,000, namely 6 respondents (2.9%), and finally respondents with a budget of <Rp100,000, namely 2 respondents (1%).

**Table 9**
**Descriptive Characteristics of Respondents Based on the Category of Pretty Missy Toys as Gifts**

| Description | Frequency | Percentage (%) |
|---|---|---|
| Pretty Missy Creative | 25 | 12.1 |
| Pretty Missy Dress Up | 36 | 17.5 |
| Pretty Missy Furry Friend | 32 | 15.5 |
| Pretty Missy Like Real | 72 | 35.0 |
| Pretty Missy Mini World | 41 | 19.9 |
| Total | 206 | 100 |

Source: Questionnaire data processed by researchers, 2024

**Vol 3 No 8, August 2024**

**THE INFLUENCE OF PRODUCT QUALITY, PACKAGING, AND BRAND IMAGE ON GIFT- GIVING BEHAVIOR THROUGH SENTIMENTAL VALUE IN PRETTY MISSY BRAND TOYS**

Based on the Pretty Missy toy category as a gift, respondents with the Pretty Missy Like Real toy category dominated, namely 72 respondents (35%), followed by respondents with the Pretty Missy Mini World toy category, namely 41 respondents (19.9%), followed by respondents with the Pretty Missy Dress Up toy category, namely 36 respondents (17.5%), followed by respondents with the Pretty Missy Furry Friend toy category, namely 32 respondents (15.5%), and finally respondents with the Pretty Missy Creative toy category, namely 25 respondents (12.1%).

**Descriptive Analysis of Questionnaire Questions**

The research was conducted by distributing research measuring instruments in the form of questionnaires to respondents. The questionnaire consists of two parts, namely the identity of the respondent and a statement regarding the variable under study. The scale used in the research questionnaire is a Likert scale with a range of 1 (Strongly Disagree) - 5 (Strongly Agree). The descriptive answers of respondents can be seen as follows.

**Table 10**
**Descriptive Analysis of Respondents' Answers to Product Quality Variables**

| No. | Statement | Mean | Standard Deviasi |
|---|---|---|---|
| 1 | I feel that toy products from Pretty Missy can provide comfort for users | 4.296 | 0.636 |
| 2 | I feel that toy products from Pretty Missy have good quality | 4.364 | 0.631 |
| 3 | Toy products from Pretty Missy can be played independently by children | 4.383 | 0.612 |
| 4 | There are Pretty Missy toy products that are equipped with sound and light features to support toy functions | 4.330 | 0.615 |
| 5 | There are Pretty Missy toy products that are equipped with button features to give the impression of the original product | 4.359 | 0.615 |
| 6 | Pretty Missy products have features that function well | 4.306 | 0.639 |
| 7 | I feel that the materials used in Pretty Missy toy products are materials that are not easily damaged | 4.311 | 0.609 |
| 8 | I feel that Pretty Missy toy products are not easily damaged | 4.345 | 0.595 |
| 9 | Pretty Missy toy products meet the standards set | 4.311 | 0.609 |
| 10 | Pretty Missy toy products match the product description | 4.354 | 0.613 |
| 11 | I feel that Pretty Missy toy products can be used for a long time | 4.359 | 0.622 |

**THE INFLUENCE OF PRODUCT QUALITY, PACKAGING, AND BRAND IMAGE ON GIFT-GIVING BEHAVIOR THROUGH SENTIMENTAL VALUE IN PRETTY MISSY BRAND TOYS**

**Vol 3 No 8, Agustus 2024**

384

| | | | |
|---|---|---|---|
| 12 | Spare parts of Pretty Missy toy products are easy to get | 4.330 | 0.591 |
| 13 | Children can play with Pretty Missy toy products spontaneously | 4.325 | 0.614 |
| 14 | Pretty Missy toy products are equipped with a store warranty when the product is damaged. | 4.340 | 0.610 |

Source: Questionnaire data processed by researchers, 2024

Based on the table above, it can be seen that the lowest and highest mean values are in the statements in the product quality variable. The lowest mean value is in the statement regarding "I feel that toy products from Pretty Missy can provide comfort for their users" with an average value of 4.296. This shows that not all respondents in the study felt that toy products from Pretty Missy could provide comfort for their users. Meanwhile, the highest mean value is in the statement regarding "Toy products from Pretty Missy can be played independently by children" with an average value of 4.383. This shows that respondents validate that toy products from Pretty Missy can be played independently by children.

**Table 11**
**Descriptive Analysis of Respondents' Answers on Packaging Variables**

| No. | Statement | Mean | Standard Deviasi |
|---|---|---|---|
| 1 | Pretty Missy toy product packaging has an attractive design | 4.364 | 0.623 |
| 2 | Pretty Missy's packaging is the right size for the product. | 4.379 | 0.634 |
| 3 | Pretty Missy toy product packaging can protect the contents inside | 4.398 | 0.653 |
| 4 | Important information about Pretty Missy's toy products can be seen clearly on the packaging. | 4.398 | 0.606 |
| 5 | Toy products from Pretty Missy explain the rules that need to be considered on the packaging | 4.320 | 0.604 |
| 6 | Prices can be found on the Pretty Missy packaging | 4.316 | 0.611 |

Source: Questionnaire data processed by researchers, 2024

Based on the table above, it can be seen that the lowest and highest mean values are in the statements in the packaging variable. The lowest mean value is in the statement regarding "Prices can be found on Pretty Missy packaging" with an average value of 4.316. This shows that not all respondents in this study saw the price on Pretty Missy's packaging. The highest mean value is in the statement "Pretty Missy toy product packaging can protect the contents inside" and the statement "Important information about Pretty Missy toy products can be seen clearly on the packaging" with an average value of 4.398. This shows that respondents validate

**Vol 3 No 8, August 2024**

**THE INFLUENCE OF PRODUCT QUALITY, PACKAGING, AND BRAND IMAGE ON GIFT-GIVING BEHAVIOR THROUGH SENTIMENTAL VALUE IN PRETTY MISSY BRAND TOYS**

that the toy product packaging from Pretty Missy contains important information clearly and can protect the contents inside.

**Table 12**
**Descriptive Analysis of Respondents' Answers to Brand Image Variables**

| No. | Statement | Mean | Standard Deviasi |
|-----|-----------|------|------------------|
| 1 | Pretty Missy toy products are able to attract my attention with their distinctive look | 4.345 | 0.611 |
| 2 | Pretty Missy is original and does not imitate other brands | 4.316 | 0.627 |
| 3 | Pretty Missy toy products are able to give the impression of a sense of warmth or closeness to the product | 4.291 | 0.642 |
| 4 | Pretty Missy toy products are not old-fashioned and are able to keep up with developments | 4.330 | 0.615 |
| 5 | Pretty Missy toy products give an expensive impression. | 4.311 | 0.609 |
| 6 | Pretty Missy toy products are able to give me a pleasant impression | 4.354 | 0.621 |
| 7 | Pretty Missy toy products are able to give a good impression | 4.354 | 0.589 |
| 8 | Pretty Missy toy products are able to show something new, and different, and do not imitate other brands. | 4.335 | 0.616 |

Source: Questionnaire data processed by researchers, 2024

Based on the table above, it can be seen that the lowest and highest mean values are in the statements in the brand image variable. The lowest mean value is in the statement "Pretty Missy toy products are able to give the impression of a warm or close feeling to the product" with an average value of 4.291. This shows that not all respondents in this study believe that Pretty Missy toy products are able to give the impression of a warm or close feeling to the product. Meanwhile, the highest mean value is in the statement regarding "Pretty Missy toy products are able to give a pleasant impression to me" and the statement "Pretty Missy toy products are able to give a good impression" with an average value of 4.354. This shows that respondents validate that toy products from Pretty Missy give a pleasant and good impression to respondents.

**Table 13**
**Descriptive Analysis of Respondents' Answers to Sentimental Value Variables**

| No. | Statement | Mean | Standard Deviasi |
|-----|-----------|------|------------------|

THE INFLUENCE OF PRODUCT QUALITY, PACKAGING, AND BRAND IMAGE ON GIFT-GIVING BEHAVIOR THROUGH SENTIMENTAL VALUE IN PRETTY MISSY BRAND TOYS

**Vol 3 No 8, Agustus 2024**

| No. | Statement | Mean | Standard Deviasi |
|---|---|---|---|
| 1 | I prefer Pretty Missy toy products over other brands because Pretty Missy is able to amaze me. | 4.350 | 0.604 |
| 2 | Pretty Missy's toy products can remind me of my childhood | 4.354 | 0.597 |
| 3 | Pretty Missy toy products are able to provide a pleasant imagination for me | 4.364 | 0.623 |
| 4 | Pretty Missy toy products can bring up a certain emotional atmosphere | 4.350 | 0.612 |
| 5 | Pretty Missy toy products can make the person who receives them happy | 4.340 | 0.641 |

Source: Questionnaire data processed by researchers, 2024

Based on the table above, it can be seen that the lowest and highest mean values are in the statements in the sentimental value variable. The lowest mean value is in the statement regarding "Pretty Missy toy products can make the person who receives them happy" with an average value of 4.340. This shows that not all respondents in this study agree that Pretty Missy toy products are able to give happiness to the recipient. Meanwhile, the highest mean value is in the statement regarding "Pretty Missy toy products are able to provide a pleasant imagination for me" with an average value of 4.364. This shows that respondents validate that toy products from Pretty Missy provide a pleasant imagination for me.

**Table 14**
**Descriptive Analysis of Respondents' Answers on Gift-Giving Behavior Variables**

| No. | Statement | Mean | Standard Deviasi |
|---|---|---|---|
| 1 | I give a gift because I expect a gift in return | 4.374 | 0.602 |
| 2 | The gift I give is a form of gratitude for giving the previous gift. | 4.340 | 0.618 |
| 3 | I give gifts to strengthen social relationships | 4.345 | 0.619 |
| 4 | I give gifts to create social relationships | 4.345 | 0.627 |
| 5 | I give gifts to introduce myself | 4.379 | 0.611 |
| 6 | The gifts I give are often closely related to my own characteristics | 4.350 | 0.620 |
| 7 | I am more concerned with the function of the gifts I give to others. | 4.350 | 0.636 |

**Vol 3 No 8, August 2024**

THE INFLUENCE OF PRODUCT QUALITY, PACKAGING, AND BRAND IMAGE ON GIFT-
GIVING BEHAVIOR THROUGH SENTIMENTAL VALUE IN
PRETTY MISSY BRAND TOYS

| | | | |
|---|---|---|---|
| 8 | I prefer needed items over desired items to give to others. | 4.393 | 0.605 |

Sumber: Kuesioner data diolah peneliti, 2024

Based on the table above, it can be seen that the lowest and highest mean values on statements are in the gift-giving behavior variable. The lowest mean value is in the statement regarding "The gift I gave is a form of gratitude for giving the previous gift" with an average value of 4.340. This shows that not all respondents in this study gave Pretty Missy toy products as a form of gratitude for giving precious gifts. Meanwhile, the highest mean value is in the statement regarding "I prefer items that are more needed than desired items to give to others" with an average value of 4.393. This shows that respondents validate that it is better to choose items that are more needed than desired items to give to others.

**Discussion**

**Effect of Product Quality on Sentimental Value**

The results of this study found that product quality positively and significantly affects sentimental value ($p < 0.05$), with a regression coefficient of 0.379. This result indicates that any increase in product quality significantly increases consumers' sentimental value towards Pretty Missy products. The effect of product quality on sentimental value is an important aspect in the context of consumer behavior. This hypothesis is assumed based on the findings of previous studies which show that high-quality products tend to provide consumers with positive experiences, potentially strengthening their emotional ties to the brand.

Research by (Lubiriski, 2020), (Hendriyanto, 2019), Givi & Galak (2017), and (Fitrajaya, 2019) are in line with showing that product quality plays an important role in forming sentimental value and emotional relationships with consumers. Product quality is the benchmark for the level of quality that consumers want and is the reason for choosing to use the product (Rusmiyati, 2022). In this context, sentimental value can arise because consumers associate product quality with positive experiences and satisfaction gained from using it. According to Pambudi et al. (2024) also added that good product quality affects sentimental value because consumers tend to form strong emotional ties with products that are considered to have good quality, enriching the emotional connection between consumers and these products.

**The Effect of Packaging on Sentimental Value**

The results of this study found that packaging has a positive and significant influence on sentimental value ($p < 0.05$), with a regression coefficient of 0.227. These results suggest that any increase in perceived packaging significantly increases consumers' sentimental value towards Pretty Missy products. This is consistent with previous findings highlighting the importance of packaging design in influencing consumer perception and gift recipient satisfaction. Therefore, it can be concluded that packaging has a significant role in shaping sentimental value in the context of this study.

The effect of packaging on sentimental value is an important aspect of understanding consumer behavior in the context of gift-giving. This hypothesis is based on previous research findings suggesting that attractive packaging can increase gift recipient satisfaction and reinforce the sentimental value associated with the product. The studies of (Cheng, 2021) and

**THE INFLUENCE OF PRODUCT QUALITY, PACKAGING, AND BRAND IMAGE ON GIFT-GIVING BEHAVIOR THROUGH SENTIMENTAL VALUE IN PRETTY MISSY BRAND TOYS**

**Vol 3 No 8, Agustus 2024**

(Harwani, 2020) provide empirical support for this hypothesis by showing that attractive packaging design can increase gift recipient satisfaction. This suggests that attractive packaging not only affects consumers' perceptions of the product but can also trigger positive emotional experiences (Mailani, 2024).

**The Effect of Brand Image on Sentimental Value**

The results showed that brand image has a positive and significant influence on consumers' sentimental value towards the Pretty Missy brand. This influence was shown to be positive ($p < 0.05$) with a regression coefficient of 0.210, indicating that any increase in positive perceptions of brand image contributes to an increase in the sentimental value associated with the product. This finding is in line with previous research highlighting the important role of brand image in forming emotional connections with consumers. Support from previous research. Research by (Hendriyanto, 2019), Givi & Galak (2017), and (Malik, 2023) are in line with showing that brand image has a significant effect on the sentimental value felt by consumers.

Therefore, this conclusion confirms the importance of brand image as a representation of brand identity that is able to influence consumer perceptions and behavior, especially in the context of sentimental value in Pretty Missy products. Brand Image is not just a name, term, symbol, or a combination of all of them but more than that, namely something that represents a brand and provides different services (Windiari, 2021). (Yuliasti, 2023) also added that efforts to build and maintain a positive brand image can contribute significantly to increasing sentimental value and consumer trust in the brand. A marketing strategy that prioritizes the formation of a strong and positive brand image can be an important factor in increasing consumer emotional involvement and building loyalty to the brand in the long term.

**Effect of Sentimental Value on Gift-Giving Behavior**

The results showed that there was a significant effect of sentimental value on gift-giving behavior ($p < 0.05$), with a regression coefficient of 0.582. This finding indicates that there is a significant influence between the level of sentimental value associated with the product and the consumer's tendency to give gifts to others. Although the regression coefficient value of 0.582 indicates that there is an effect of sentimental value on gift-giving behavior, due to the positive direction of the effect, hypothesis H4 is rejected.

Research highlighting that sentimental value positively influences gift-giving behavior is research conducted by (Lubiriski, 2020), and (Sarikaya, 2020) showing that sentimental value influences gift-giving behavior by considering emotions, personal relationships, and social considerations in choosing gifts. This suggests that there is a significant role of sentimental value and emotional value in consumer behavior, including in the context of gift-giving. These findings confirm that sentimental value plays an important role in consumer behavior, particularly in the context of gift-giving. As these two studies show, experiences connected to emotional value and nostalgia for a brand can influence consumers' purchase intentions. This shows the importance of understanding the emotional and sentimental aspects of a product or brand in designing effective marketing strategies. By understanding that emotional and sentimental values can influence purchase decisions, companies can better customize their

**Vol 3 No 8, August 2024**

THE INFLUENCE OF PRODUCT QUALITY, PACKAGING, AND BRAND IMAGE ON GIFT-
GIVING BEHAVIOR THROUGH SENTIMENTAL VALUE IN PRETTY MISSY BRAND TOYS

products, promotional messages, and branding strategies to create a strong bond with consumers.

**Effect of Product Quality on Gift-Giving Behavior**

The results showed that product quality has a positive and significant effect on gift-giving behavior ($p < 0.05$), with a regression coefficient of 0.160. This finding indicates that the higher the product quality perceived by consumers, the more likely they are to give gifts to others. This is supported by previous research which shows that perceptions of product quality can influence customer satisfaction and gifting behavior.

Research conducted by (Hwang, 2019) and (Sarwini, 2021), (Sarikaya, 2020), and (Kurniawan, 2023) shows that product quality affects gift-giving behavior with consumers tending to choose products that are considered to have high quality for gifts. Product quality is an important thing that must be considered, with product quality from various factors behind product quality will form a good product quality strategy (Hudaya, 2021). Therefore, these findings provide a deeper understanding of the importance of product quality in influencing consumer behavior, especially in the context of gift-giving. According to research conducted by (Agustina, 2024), efforts to improve product quality can be an effective strategy in stimulating consumer interest in giving gifts to others, as well as strengthening brand relationships with consumers.

**The Effect of Packaging on Gift-Giving Behavior**

The results showed that packaging has a positive but insignificant effect on gift-giving behavior on Pretty Missy brand toys ($p > 0.05$). This finding indicates that there is no significant relationship between the perception of product packaging and consumers' tendency to give gifts to others. Although the regression coefficient value of 0.133 indicates that there is an effect of packaging on gift-giving behavior, due to p-values greater than 0.05, hypothesis H6 is rejected.

The results of this study are in line with previous research, namely research conducted by Givi & Galak, (2017), the results of the study highlight that gift-givers often prefer to give gifts that are chosen based on the direct preferences of the recipient, rather than gifts that have sentimental value because the giver doubts that gifts with sentimental value will be liked by the recipient. Based on this, gift givers tend to prioritize the alignment of their gift with the recipient's immediate preferences and desires, rather than considering the sentimental aspects associated with the brand or product. (Rahmawati, 2022)also highlighted that gift-giving behavior with good packaging such as hampers has the stigma of having to pay back if they have received hampers from others.

Previous research has highlighted the importance of brand image in shaping consumer behavior and purchase intentions. Studies by (Sarwini, 2021) and (Malik, 2023) confirmed that a positive brand image can influence purchase intention and consumer behavior. Therefore, these findings provide a deeper understanding of the role of brand image not only in shaping consumer perceptions of the brand but also in influencing gifting behavior through sentimental value.

**CONCLUSION**

Pretty Missy's product quality, packaging, and brand image have a positive influence on sentimental value, which in turn increases gift-giving behavior. Product quality and brand

**THE INFLUENCE OF PRODUCT QUALITY, PACKAGING, AND BRAND IMAGE ON GIFT-GIVING BEHAVIOR THROUGH SENTIMENTAL VALUE IN PRETTY MISSY BRAND TOYS**

**Vol 3 No 8, Agustus 2024**

image directly increase gift-giving behavior, while the effect of packaging on gift-giving behavior is not significant. However, product quality, packaging, and brand image significantly increase gifting behavior through sentimental value. This shows the importance of these aspects in building emotional attachments with customers and driving gifting behavior.

Future research is recommended to examine other variables that influence sentimental value and gifting behavior, such as licensed characters, brand awareness, perceived quality, customer satisfaction, purchase intention, and word of mouth. Pretty Missy also needs to improve the convenience of its products by paying attention to materials and ergonomic design and conducting product testing with children and parents. In addition, the clarity of price information on the packaging needs to be improved with larger fonts or prominent price tags. Marketing campaigns that focus on the emotional experience between the product and the customer are also recommended to strengthen the brand image. Finally, the addition of personalized elements to products and the development of loyalty programs can increase sentimental value and strengthen the emotional connection between gift givers and recipients.

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**THE INFLUENCE OF PRODUCT QUALITY, PACKAGING, AND BRAND IMAGE ON GIFT-GIVING BEHAVIOR THROUGH   SENTIMENTAL   VALUE IN PRETTY MISSY BRAND TOYS**

**Vol 3 No 8, Agustus 2024**

392

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