



THE INFLUENCE OF PACKAGING FORM, PRODUCT DESIGN AND PACKAGING MATERIALS ON CONSUMER PURCHASE INTEREST

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Article history:	Abstract:
Received: 21 st March 2023 Accepted: 23 rd April 2023 Published: 28 th May 2023	This study aims to examine the effect of product design, packaging form and packaging materials on consumer buying interest. The sample of this research is consumers who buy Yamira Coffee products. The analysis technique used is multiple linear regression analysis, with a total sample of 100 respondents using a purposive sampling method. The results of data analysis and hypothesis testing show that the shape of the packaging, product design and packaging materials have a significant influence on consumer buying interest. The results showed that Yamira Coffee packaging was able to increase consumer purchase interest.

Keywords: Form of packaging; product design; packaging materials; consumer buying interest.

INTRODUCTION

Indonesia's macroeconomic development has had a positive impact on consumer purchasing power. One sector that is developing is the food industry, both small and large, with a wide variety of product variations and derivatives to respond to market developments and consumer needs. A good product is a product that is maintained in quality from the time it is made to the hands of consumers.

Packaging is one of the keys to maintaining product quality, Kottler and Armstrong (2012) "packaging involves designing and producing the container or wrapper for a product" which means packaging involves designing and producing activities to protect the product. Packaging always involves design so that product information is conveyed to consumers, the current function of packaging itself

Apart from being a product protector, it also functions as a very effective marketing tool.

Product packaging design cannot be separated from the value of beauty where the value of beauty is born from coloring, product information and facts, this is made to touch the hearts of consumers when they see a product. Hermawan Kertajaya argues that previously packaging protected the product to be marketed, but along with the development of the era and changes in lifestyle, packaging sells products that are protected, in other words, packaging has become a silent seller. Packaging itself has now developed with several alternative material choices including plastic, aluminum foil to recycled paper, each of these materials has its own function and role depending on the type of product it protects. In the case of coffee products, competition for innovation in packaging is quite severe between producers due to the proliferation of home industries that continue to grow, most of the ground coffee products sold in the market use aluminum foil packaging or paper tubes covered with aluminum foil. Most manufacturers of ground coffee pack their products with colored aluminum foil attached with a simple sticker without paying attention to attractive packaging.

YAMIRA as a product brand made by the home industry makes new innovations compared to other manufacturers, Yamira's packaging is made using metal paper packaging materials so it is quite affordable and because the outer packaging is made of paper it can be given a creative appearance that will be seen by buyers and equipped with packaging attributes including barcode, halal, PIRT number, composition, expiration date, production date, how to use and company information.

Packaging that is attractive in appearance will have a good image and lead to impulsive decisions, packaging that is All out compared to competitor packaging will generate interest in buying from consumers. As stated by Morinez et al (2007) "purchase intention as a situation where consumers tend to buy a certain product under certain conditions" which means a situation where consumers will buy products under certain conditions. These certain conditions are used by packaging to "sell".

Based on the description above, it is necessary to conduct research with the title "The influence of packaging form, product design and packaging materials on consumer buying interest (a case study on YAMIRA ground coffee)".

THEORITICAL REVIEW

Packaging Material

Products are generally divided into 3 namely solid (solid), liquid (liquid) and granule (pellet). Each type of product requires different handling, but in general the packaging must be able to protect light and be airtight so as to extend

the life of the product. There are 5 main packaging materials that are commonly used by both large industries and SMEs, namely plastic, metal foil, Styrofoam, glass and paper.

Plastics come from petroleum and artificial synthetics, plastics themselves are processed to obtain the desired shape and compound units by means of lamination, extrusion and copolymerization (Syarif, et al, 1989). Plastic se others are easy to find and the price is relatively affordable. Metal foil comes from earth minerals, usually aluminum is relatively used because it is cheap and abundant. The character of this mineral is that it is resistant to acidic environments, non-toxic and oil resistant. Foil is a packaging revolution that combines the advantages of plastic and aluminum foil packaging. In the manufacture of metal foil, aluminum sheets are heated on paper sheets and the top layer is extruded by a plastic layer. The advantage of this packaging is that it lasts longer but with the flexibility of plastic.

Product Design

According to Kotler (2003) there are 6 elements that must be met when creating a product design, namely, size, shape, material, color, text and brand. Color plays an important role in conveying cognitive messages to prospective buyers, Professor Jennifer Aaker in her study concluded that there are 5 colors that dominate the market with their respective cognitive messages, these colors are light blue which symbolizes sincerity, red represents interest, green represents competence, purple represents stability and yellow represents resilience.

The colors mentioned above cannot be used absolutely as dominating colors in product design, consumers with different demographic backgrounds have different tastes and perceptions. A study conducted by Joe Hallock in "colour assignment" found that consumers, both male and female, liked products dominated by light blue, and did not like products colored brown, the majority of respondents took europe. In different cases, culture influences color perception such as pink is a woman's color while black, dark blue is a man's color.

Another determining factor in product design is the selection of text or font used. Fonts are a clear example of shapes influencing perception, comics sans fonts indicate jokes, fictitious or imaginary, this font is not suitable when included in product designs but is suitable for magazines or comics. Research conducted by Paras Chopra shows that text size and font selection have an effect on increasing purchase intention.

Packaging Form

The shape of the packaging gives an idea of the size of the product being packaged. Consumers use shape as a perceptual guide in determining the content and size and weight of the product in it. Among them there are packages that are made larger which are usually found in dry food, these packages are made to be more appealing to the perception of potential buyers compared to competing products or competitors.

Consumers will assume that larger packages contain more product, research conducted by Raghubir and Krishna (1999) even though customers think the contents or volume of the product are not appropriate or less than the size of the package, it does not change their views or perceptions to use the form of packaging as a benchmark in determining the contents of the product in it.

The shape of the packaging has a very strong influence on the psychology of prospective buyers, with a beautiful and bigger impression of packaging that will make consumers more interested in buying. This is mostly applied at special occasions such as on holidays and year-end holidays, ordinary products look nicer and more attractive when packaged as a bundle product so that it seems more economical. Biscuit, syrup and tea products are common products which, when the packaging is attractive, can increase sales. Prendergast and Marr (1997) in their study found that consumers feel ordinary products have more value for money when packaged in a larger form, and quality is the buyer's choice when ordinary products are packaged in a larger form.

The purpose of packaging besides protecting is selling the product inside, selling products with the right packaging and design, to get the attention of potential consumers so that a buying process occurs. Packaging is an effective advertising medium, according to Terence A Shimp (2000: 261) is informing, persuading, remaining, adding value and assisting. Packaging with good attributes functions to change consumer attitudes, according to Daniel Katz (2002:103-106) there are four functions of attitude:

1. The knowledge function is the attitude of consumers who sort out massive information that is relevant to their needs.
2. The value expression, the attitude of consumers towards products that are in accordance with their self-concept, these consumers are very segmented.
3. The ego-defensive, the attitude of consumers who are loyal to the ego and its choices.
4. The utilitarian, the attitude of consumers who count on the satisfaction of the products they buy.

RESEARCH METHODS

This study uses primary data obtained from research subjects by distributing questionnaires. Variable operationalization as follows: Independent Variable, Product design (X1) , Packaging material (X2), Form of packaging (X3), Dependent Variable Purchase intention (Y). Validity test will be carried out to find a valid or invalid number with the r product moment table. Criteria for evaluating the validity test are:

1. If $r_{count} > r_{table}$, then the questionnaire items are valid.)
2. If $r_{count} < r_{table}$, then the questionnaire items are invalid.

The way to test reliability in this study is to use the Alpan Cronbach coefficient. Calculation of the validity and reliability tests in this study using the SPSS program.

The resulting parameters will describe the Y response (dependent variable) to the difference in the value of variable X.

The ordinary least square (OLS) form of the equation in this study is $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$, the sign of the parameter β describes the direction of the relationship between the dependent variable and independent. If the value of $\beta +$ then the relationship X and Y are unidirectional, the higher X then Y is also higher. If the value $\beta -$ then the relationship X and Y are not unidirectional, the higher X is not necessarily followed by Y.

The sign test uses two parameters β , if β is positive that the variables X and Y are linear or unidirectional, the increase in X will be followed by Y, if β is negative, then the variables X and Y are not linear or unidirectional, the increase in X will not be followed by Y. For the t test aims for independent variables in this study, namely product design, packaging materials, and partial form of packaging.

1. $H_0: \beta_1, \beta_2, \beta_3 = 0$, there is no significant effect between the three independent variables on buying interest.

2. $H_a: \beta_1, \beta_2, \beta_3 \neq 0$, there is a significant effect between the three independent variables on buying interest.

The model accuracy test is used to measure the accuracy of the independent variable to the dependent variable using the F test and the coefficient of determination (R^2). The value of the coefficient of determination is between zero and one. A value that is close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable (Ghozali, 2011:97). The F test is used to measure the independent variable on the dependent variable whether it has an effect together, $H_0 : \beta_1, \beta_2, \beta_3 = 0$ means there is no significant effect, $H_a : \beta_1, \beta_2, \beta_3 \neq 0$ means there is a significant effect.

The classic assumption test is used before multiple linear regression, the classic assumption test includes the normality test, multicollinearity test and heteroscedasticity test. The normality test uses the Kolmogorov-Smirnov Test, if the asym sig is significant below 0.05 it means that it has a significant and abnormal difference, if it is significant above 0.05 it means the data tested is normal. The multicollinearity test was used to test for a correlation between the independent variables. The heteroscedasticity test was used to test that in the regression model there was an inequality of variance from one residual observation to another observation (Ghozali, 2011).

RESULTS AND DISCUSSION

The results of data analysis using multiple linear regression methods produce the following equation:

$$Y = 4.796 + 0.186X_1 + 0.308X_2 + 0.260X_3 + e$$

$$tcount = (3.278) (2.088) (2.749) (2.375)$$

Table 1. Multiple Linear Regression Test Results

Parameter	Koefisien Regresi	Thitung	Sig.
Konstanta	4.796	3.278	0.001
Design produk	0.186	2.088	0.039
Bahan kemasan	0.308	2.749	0.007
Bentuk kemasan	0.260	2.375	0.020
F-Statistics Probability	27.440 0	R Square	0.462

Table Source: SPSS Calculations

Based on the results of the equation function above, it can be interpreted that the value of the regression coefficient variable product design, packaging materials and packaging forms have a positive effect on purchase intention, where the higher consumer perceptions of product design variables, packaging materials and packaging forms, the higher consumer buying interest on Yamira Coffee products.

CONCLUSION

Based on the calculation results above it can be concluded that:

1. Product design has a significant effect on consumer buying interest, so the first hypothesis that product design has a significant effect on consumer buying interest is proven. In the Yamira Coffee product packaging, the packaging design is given a brown color which is identical to the natural color of coffee, in addition to that, a background for a cup of coffee that looks delicious is added, and attractive language is used on the packaging, giving the impression that the tea product is premium and of good quality.

2. Packaging materials have a significant effect on consumer buying interest, so the second hypothesis that packaging materials have a significant effect on consumer buying interest is proven. Yamira Coffee Powder uses packaging material from metal paper, which when placed in a window creates a luxurious impression because of the glossy plastic layer on the surface, besides that metal paper is relatively cheaper in its class than other paper, so Yamira Coffee products can be sold at relatively cheaper prices than its competitors.

3. The form of packaging has a significant effect on consumer buying interest, so the third hypothesis that the form of packaging has a significant effect on consumer buying interest is proven. The shape of the Yamira Coffee packaging is a standing rectangle, so that it can maximize the view or front view to consumers, the upright packaging was chosen because most competitors use bunk packaging or round packaging which is limited for displaying product messages.

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