



THE INFLUENCE OF PACKAGING, BRAND AND PRODUCT QUALITY ON PURCHASING DECISIONS FOR PUCUK TEA, JEMBER REGENCY IN 2024

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<p>Info Article</p> <p>Received : 01 September 2024</p> <p>Revised : 07 Oktober 2024</p> <p>Accepted : 02 November 2024</p> <p>Publication : 30 November 2024</p>	<p>Abstract: <i>Marketing is how to fulfill and satisfy the needs of consumers through various distribution channels, of course through the products offered. This research aims to determine the influence of brand packaging and product quality on purchasing decisions for packaged drinks from the Teh Puncak brand in Kencong sub-district, Jember Regency. Next, to find out which variables have the most influence on the decision to package the bud branded drink in Kencong sub-district, Jember Regency. The method used in this research is quantitative. The data obtained in this research was obtained from consumers who bought these products in the Kencong sub-district, Jember Regency. In determining the sample using slovin, and the results of determining the sample using slovin obtained 36 respondents. Data obtained by distributing questionnaires were analyzed using multiple linear regression analysis techniques. The test results in this research show that the brand and product quality variables do not have a significant positive impact on purchasing decisions. Then the packaging variable is able to provide a significant positive impact on purchasing decisions</i></p>
<p>Keywords: Packaging, Brand, Product Quality, Purchasing Decisions</p> <p>Kata Kunci : Kemasan, Merek, Kualitas Produk, Keputusan Pembelian</p>	<p>Abstrak: Pemasaran merupakan bagaimana cara dapat memenuhi dan memuaskan kebutuhan para konsumen melalui berbagai saluran distribusi tentu melalui produk yang ditawarkan. Penelitian ini bertujuan untuk mengetahui pengaruh kemasan merek dan kualitas produk terhadap keputusan pembelian minuman kemasan merek teh pucuk dikecamatan kencong Kabupaten Jember. Selanjutnya, untuk mengetahui variabel mana yang paling berpengaruh terhadap keputusan minuman kemasan merek the pucuk dikecamatan kencong Kabupaten Jember. Metode yang digunakan dalam penelitian ini adalah kuantitatif. Data yang diperoleh dalam penelitian ini adalah didapatkan dari para konsumen yang membeli produk tersebut di kecamatan kencong Kabupaten Jember. Dalam menentukan sampel menggunakan slovin, dan hasil penentuan sampel menggunakan slovin mendapatkan 36 responden. Data yang diperoleh dengan menyebarkan kuesioner yang di analisis menggunakan teknik analisis regresi linier berganda. Hasil pengujian pada penelitian ini menunjukkan bahwa variabel merek dan kualitas produk tidak memiliki dampak positif yang signifikan terhadap keputusan pembelian. Kemudian variabel kemasan mampu memberikan dampak positif yang signifikan terhadap keputusan pembelian</p>
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INTRODUCTION

The soft drink industry is one of the important pillars of the Indonesian economy. This is demonstrated by the increasingly massive production of soft drinks that are ready for consumption, both at the MSME level and at the large industrial level. Data from the Ministry of Health regarding national beverage consumption in 2023 is as follows

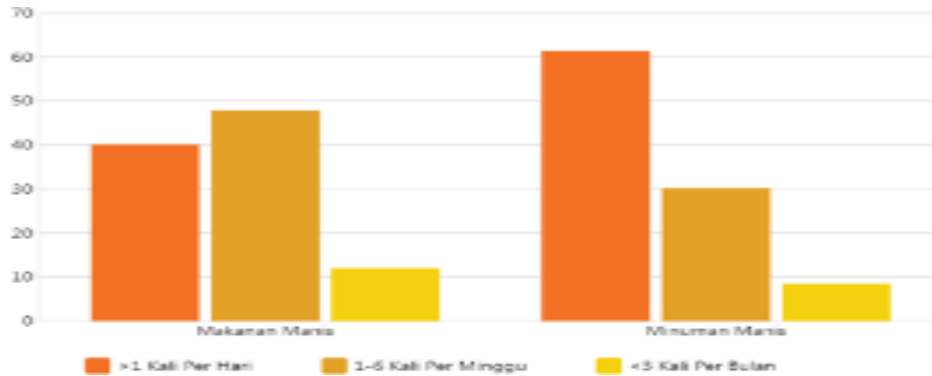


Figure 1.1. National sweet food and drink consumption levels 2023

The majority of Indonesians seem to like sweet foods and drinks. This can be seen from the Basic Health Research (Riskesdas) released by the Ministry of Health (Kemenkes). According to 2018 Riskesdas data, 61.3% of respondents consumed sweet drinks more than once per day. Then 30.2% of respondents consumed sweet drinks in the range of 1-6 times per week, and only 8.5% of respondents consumed them less than 3 times per month. Riskesdas in 2023 also noted that 40.1% of respondents consumed sweet foods more than once per day. Meanwhile, those who consume it 1-6 times per week are 47.8%, and only 12% consume it less than 3 times per month. This indicates that many Indonesians have risk factors for diabetes, a chronic disease in the form of a metabolic disorder characterized by blood sugar levels exceeding normal limits. Apart from that, data from the Central Statistics Agency informs that Jember is one of the highest people who like to consume sweet drinks. The following data is shown in Figure 1.2

Kabupaten/Kota	SARAN MINYAK						Rata-rata Pengeluaran	
	2021			2022			2023	
	2021	2022	2023	2021	2022	2023	2021	2022
Banyuwangi	3.715,49	4.213,81	4.218,58	2.209,38	3.829,72	2.453,11	22,46	19,71
Blora	4.179,81	4.031,15	4.342,80	2.201,09	2.934,07	2.551,17	91,40	99,37
Brebes	4.828,75	3.854,30	3.989,21	2.059,45	1.918,60	1.851,10	28,88	13,44
Burhanng	3.877,88	3.371,83	3.862,98	1.988,39	1.271,62	1.298,1	12,79	12,47
Burhanng	4.022,75	2.451,88	3.801,8	2.091,73	1.790,19	1.871,04	11,8	5,42
Blora	3.845,7	3.778,08	4.281,15	1.871,3	1.958,87	2.282,74	24,91	28,88
Burhanng	4.188,07	4.022,89	4.273,87	2.201,4	2.271,11	2.214,80	28,78	19,8

Figure 1.2. Level of consumption of sugary drinks Jember Regency 2023

Based on these data, it shows that the people of Jember, especially in Kencong sub-district, tend to consume sweet drinks and brands that are frequently consumed. including shoot tea which is often found in small shops and supermarkets at prices that compete with other brands. This raises a big question mark as to why shoot tea drinks are most often sought after by the public, giving rise to a separate and interesting phenomenon to research, whether it has attractive packaging and better quality or whether people are fanatical about certain brands.

Several previous studies that support this research include [1] The research results state that the simultaneous test results show that the research model has a significant influence on purchasing decisions. This is supported by the results of a correlation coefficient of 82.8% which shows that simultaneously the relationship between these independent variables on purchasing decisions at Intako is strong2] states that if the results of the tests that have been carried out it can be seen that the Brand Image variable (X1) shows a tcount of $2.721 > t_{table} 1.99601$ with a significant level of $0.008 < 0.050$, the Product Quality variable (X_2) shows a tcount of $5.227 > t_{table} 1.99601$ with a significance level of $0.000 < 0.050$.

The results of the F test show that the F significance value is 0.000, which is smaller than 0.050 and Fcount is greater than Ftable, namely $44.709 > 3.133$. From the results of data management it can be concluded that brand image and product quality partially or simultaneously have a positive relationship. positive and significant effect on purchasing decisions. So this research raises problems including: Is there an influence of packaging on the decision to purchase shoot tea drinks in the kenc. kencong, is there an influence of the brand on the decision to purchase shoot tea drinks in the kec. kencong, is there an influence of product quality on the decision to purchase shoot tea drinks in the kenc. Snort Based on the facts above, the author is interested in conducting research with the title "The Influence of Packaging, Brand and Product Quality on Purchasing Decisions in Jember Regency in 2024."

METHOD

Research Object

In this research, the objects of research are the independent variables packaging (X1), brand (X2), and product quality (X3) on the dependent variable (Y). The location of this research is Kencong sub-district, Jember district. The researchers' considerations for choosing a location as a research object are as follows: The location is easy to reach, meaning that according to data from the Ministry of Health, people prefer to consume sweet drinks.

Data Type

[5] The types of data used in this research are primary and secondary data. The primary data in this research is a questionnaire distributed to respondents, namely the Kencong community. Secondary data in this research is in the form of scientific publications or journals as well as previous research related to research with the variables to be studied

Data Source

Sources of data in this research include sub-district communities. Kencong

Population

The total population in this study were all housewives in Kraton Hamlet Rt 008 Rw 001 in Kraton Village, Kencong District, Jember, totaling 55 families. In this study the author calculated the sample size using the slovin technique.

Sample And Sampling Technique

In this research, the sampling technique used was purposive sampling technique. Sampling is a technique that determines the sample with certain considerations. The criteria for respondents who are suitable as a data source are: in Kraton Hamlet Rt 008 Rw 001 in Kraton Village, Kencong District, Jember, totaling 55 families. Consumers who have ever bought bud tea. The consumers in question are residents of the village in Kraton Hamlet Rt 008 Rw 001 in Kraton Village, Kencong District, Jember, totaling 55 families. Can be invited to cooperate, meaning that respondents can cooperate without coercion. The sample size determination method used in this research is the Slovin method

$$n = \frac{N}{1 + Ne^2} = \frac{55}{1 + 55 \cdot 0,1^2} = 35,5 \quad (36)$$

Research Variables

This variable, denoted by X, has a positive or negative influence on the dependent variable. In this research, the independent variables are: packaging (X1), brand (X2), and product quality (X3). Meanwhile the dependent variable is the purchasing decision (Y).

Research Instrument

The number of instruments used in research depends on the number of variables studied. There are research instruments that are standardized but there are still some that researchers have to make themselves. Because research instruments will be used to carry out measurements with the aim of producing accurate quantitative data, each instrument must have a measurement scale.

Measurement Scale

The measurement scale used in this research is an ordinal scale

Method of collecting data Interview

The interviews conducted in this research were the sub-district community.

Questionnaire

To distribute the questionnaire as research material, it was given to the community in Kraton Hamlet Rt 008 Rw 001 in Kraton Village, Kencong District, Jember, totaling 55 families. By distributing this questionnaire, it is hoped that we will obtain data related to the influence of packaging, branding and product quality on purchasing decisions in Jember Regency in 2024. The form of the Likert scale is as follows

Table. 3.2 Likert scale table (Sugiyono: 2018)

a	Sangat setuju/ selalu/ sangat positif diberi skor	5
b	Setuju/ sering/ positif diberi skor	4
c	Ragu-ragu/ kadang-kadang/ netral diberi skor	3
d	Tidak setuju/ hampir tidak pernah/ negatif diberi skor	2
e	Sangat tidak setuju/ tidak pernah/ sangat negatif diberi skor	1

Observation

Observations in this research were carried out by visiting and making direct observations of respondents, namely the community in Kraton Hamlet Rt 008 Rw 001 in Kraton Village, Kencong District, Jember, totaling 55 families.

Documentation

The documentation used in this research is in the form of a general description and copying data on tourist visits to Watu Pecak Beach, East Java and documents in the form of pictures or photos in the community in Kraton Hamlet Rt 008 Rw 001 in Kraton Village, Kencong District, Jember, totaling 55 families, in the form of personal documentation.

Instrument Testing

Validity Testing

Validity testing in this research uses product moment correlation analysis. The product moment correlation coefficient exceeds 0.3. Product Moment correlation coefficient $> r$ table $(a, n - 2)$ n = number of samples. Sig value $\leq a$. Meanwhile, the measuring instrument used to praise validity is the product moment correlation technique, namely

$$r = \frac{n(\sum X, Y) - (\sum X)(\sum Y)}{\sqrt{[n(\sum X^2) - (\sum X)^2] [n(\sum Y^2) - (\sum Y)^2]}}$$

Reliability Testing

[3] Reliability testing in this research uses the Cronbach's Alpha value which is acceptable for the researcher's objectives. In the initial stages of basic research, a reliability value of 0.50 to 0.60 is considered sufficient, if the reliability value exceeds 0.80 it is considered too high, because in general the reliability score accepted by many researchers is between 0.70 to 0.80

Table. 3.3 Reliability Score criteria table

Alpha	Tingkat Reliabilitas
0,00 - 0,20	Kurang Reliabel
0,201 - 0,40	Agak Reliabel
0,401 - 0,60	Cukup Reliabel
0,601 - 0,80	Reliabel
0,801 - 1,00	Sangat Reliabel

Classical Assumption Testing Data Normality Testing

In this case, to detect whether the residuals are normally distributed or not by looking at the normal probability plot which compares the cumulative distribution with the normal distribution.

Multicollinearity Testing

[4] The value commonly used to indicate the presence of multicollinearity is a tolerance value <0.1 or the same as a VIF value >10 , when the tolerance value >0.1 and VIF value >10 , then multicollinearity does not occur in the research regression equation.

Heteroscedasticity Testing

Heteroscedasticity detection can be done using the scatterplot method by plotting the ZPRED value (predicted value) with SRESID (residual value).

Multiple Linear Regression Testing

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Submission of Hypothesis T Test (Partial Test)

The T test is a test tool to determine whether the independent variables Packaging (X1), Brand (X2) and Product Quality (X3) have a partial effect on the dependent variable Purchase Decision (Y).

H1: There is a significant influence of packaging on the decision to purchase tea shoot drinks in Kencong sub-district, Jember district

H2: There is a significant brand influence on the decision to purchase tea shoots in Kencong sub- district, Jember district.

H3: There is a significant influence of product quality on the decision to purchase tea shoot drinks in Kencong sub-district, Jember district

Coefficient of Determination Test (R²)

This coefficient of determination measures the total presentation of variation Y explained by the regression line (independent variable X). The aim of regression analysis is to develop an estimation model that is able to fit sample data well

RESULTS AND DISCUSSION

Data Collection Results

Description of Respondents According to Gender

Table 4.1 Number of Respondents by Type

No	JenisKelamin	Frekuensi	Persentase (%)
1	Perempuan	30	83%
2	Pria	16	17%
	Total	36	100%

Source: Data processing results, 2024

Figure 4.1 Number of Respondents According to Gender Description of Respondents According to Age

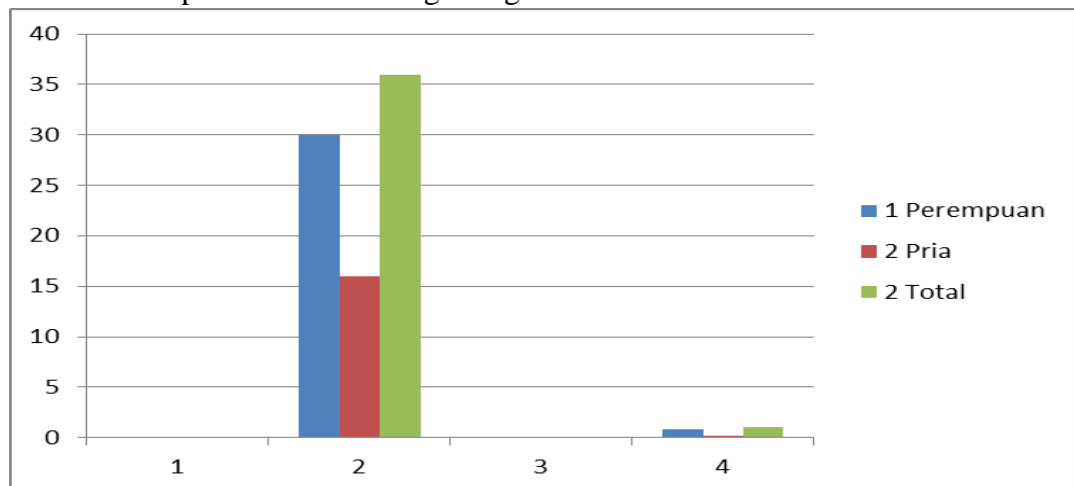
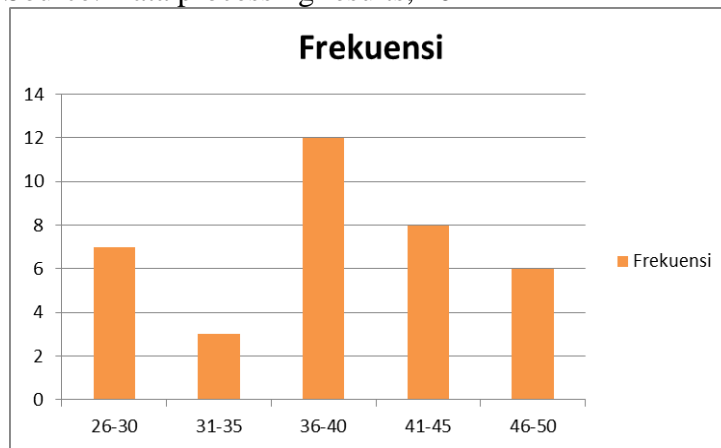


Table 4.2 Number of Respondents According to Age

No	Usia (Th)	Frekuensi	Persentase (%)
1	26-30	7	19.5%
2	31-35	3	8.3%
3	36-40	12	33.3%
4	41-45	8	22.2%
5	46-50	6	16.7%
Total		36	100%

Source: Data processing results, 2024



Description of Respondents According to Occupation

Table 4.3 Number of Respondents by Occupation

No	Usia (Th)	Frekuensi	Persentase (%)
1	Ibu Rumah Tangga	28	77,8%
2	Karyawan	3	8,3%
3	Guru	4	11,1%
4	Penjahit	1	2,8%
Total		36	100%

Source: Data processing results, 2024

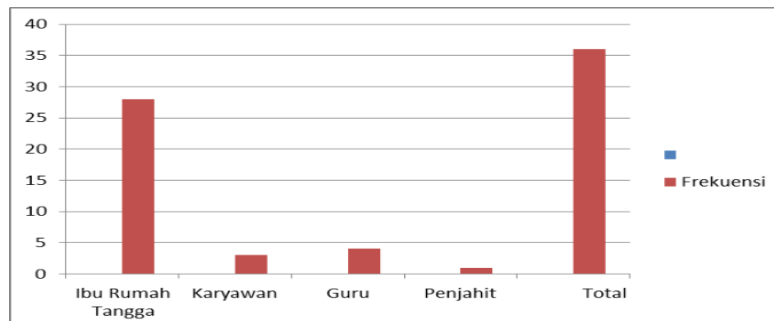


Figure 4.3 Number of Respondents by Occupation

Description of Respondents' Responses to Research Variables

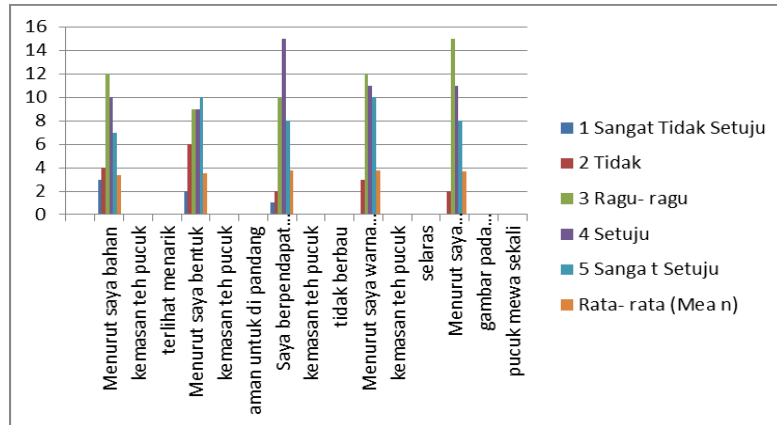


Figure 4.4 Results of Respondents' Responses to Packaging

Results of Respondents' Responses to Product Quality Variables

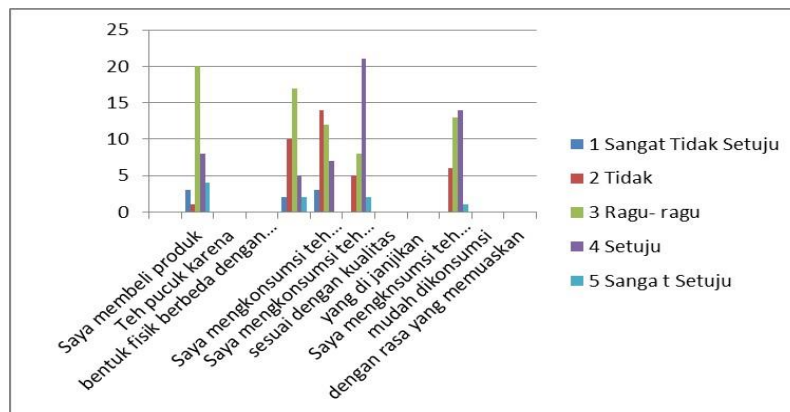


Figure 4.6 Results of Respondents' Responses to Product

Quality Results of Respondents' Responses to Purchasing Decision Variables

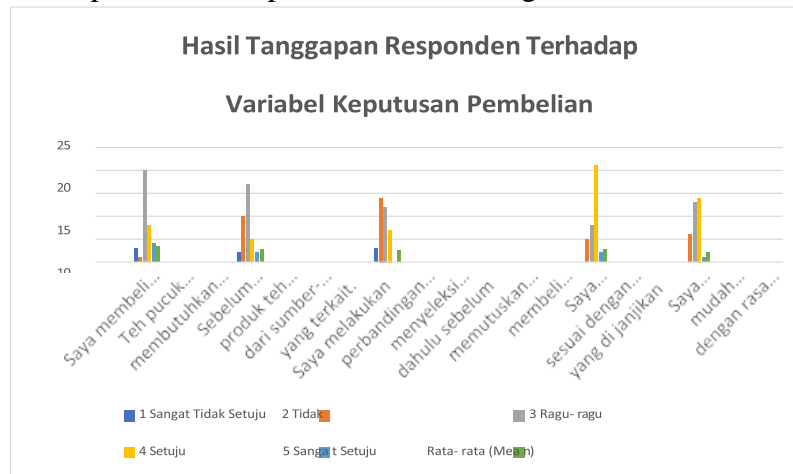


Figure 4.7 Results of Respondents' Responses to Buying decision

Data Analysis Results

Table 4.4 Validity Test Results

Hasil Rekapitulasi Pengujian Validitas

No.	Kuesioner	r_{hitung}	$r_{minimal}$	Signifikansi	Ket
1.	<u>Kemasan (X₁)</u>				
	- Pernyataan 1	0,755	0,3	0,000	Valid
	- Pernyataan 2	0,901	0,3	0,000	Valid
	- Pernyataan 3	0,861	0,3	0,000	Valid
	- Pernyataan 4	0,887	0,3	0,000	Valid
	- Pernyataan 5	0,882	0,3	0,000	Valid
2.	<u>Merek (X₂)</u>				
	- Pernyataan 1	0,680	0,3	0,000	Valid
	- Pernyataan 2	0,697	0,3	0,000	Valid
	- Pernyataan 3	0,537	0,3	0,000	Valid
	- Pernyataan 4	0,770	0,3	0,000	Valid
3.	<u>Kualitas Produk (X₃)</u>				
	- Pernyataan 1	0,713	0,3	0,000	Valid
	- Pernyataan 2	0,759	0,3	0,000	Valid
	- Pernyataan 3	0,606	0,3	0,000	Valid
	- Pernyataan 4	0,667	0,3	0,000	Valid
	- Pernyataan 5	0,580	0,3	0,000	Valid
4.	<u>Keputusan Pembelian(Y)</u>				
	- Pernyataan 1	0,736	0,3	0,000	Valid
	- Pernyataan 2	0,576	0,3	0,000	Valid
	- Pernyataan 3	0,680	0,3	0,000	Valid
	- Pernyataan 4	0,781	0,3	0,000	Valid
	- Pernyataan 5	0,583	0,3	0,000	Valid

Reliability Testing Results

Variabel	Koefisien Alpha Cronbach's	Tingkat Reliabilitas
Kemasan (X ₁)	0,902	Sangat Reliabel
Merek (X ₂)	0,600	Reliabel
Kualitas Produk (X ₃)	0,684	Reliabel
Keputusan Pembelian (Y)	0,682	Reliabel

Data Normality Test

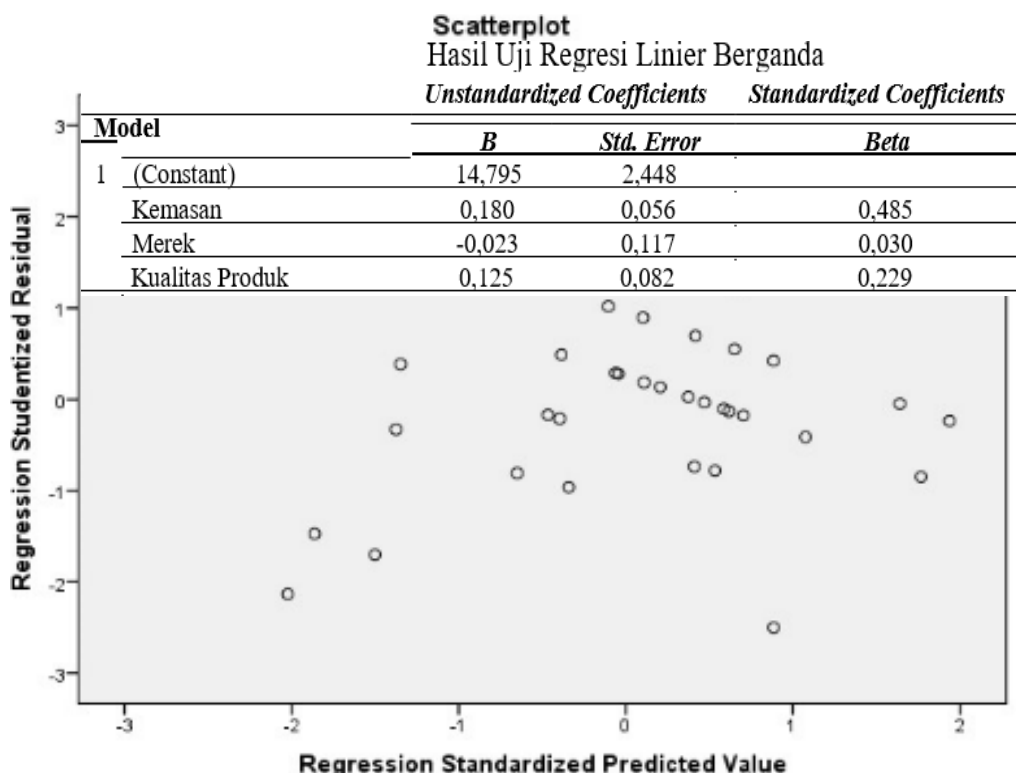


Multicollinearity Test

Hasil Rekapitulasi Pengujian Multikolinieritas

Variabel	Tolerance	VIF	Kesimpulan
Kemasan (X_1)	0,989	1,011	Terbebas Mltikolinieritas
Merek (X_2)	0,989	1,011	Terbebas Mltikolinieritas
Kualitas Produk (X_3)	0,994	1,006	Terbebas Mltikolinieritas

Heteroscedasticity Test



Multiple Linear Regression

Based on the table of multiple linear regression test results above, the following equation is obtained:

$$KP = 14.795 + 0.180K + -0.023M + 0.125KP + e$$

Hypothesis Testing Test (Partial)

Hasil Uji t (Parsial)

Model	T	Sig.	Kesimpulan
1 (Constant)	6,045	0,000	
Kemasan	3,204	0,003	Berpengaruh Signifikan
Merek	-0,199	0,884	Tidak Berpengaruh Signifikan
Kualitas Produk	1,520	0,138	Tidak Berpengaruh Signifikan

First Hypothesis

H1: There is a significant influence of packaging on purchasing decisions for tea bud products in Kraton village, Kencong sub-district, Kab. Jember

Second Hypothesis

H1: There is a significant influence of packaging on the decision to purchase shoot tea products in Kraton village, Kencong district, Kab. Jember.

The results of the t test (Partial) show that the tcount value is 3.204 which is greater than the ttable of 2.03223 with a significance value of 0.003 which is smaller than the predetermined significance value of 0.05, so it can be concluded that there is a significant influence of packaging on purchasing decisions Shoot tea in Kraton village, Kencong sub-district, Kab. Jember. So H1 is accepted.

Second Hypothesis

H2: There is a significant brand influence on the decision to purchase shoots in Kraton village, Kencong sub-district, Kab. Jember

The results of the t test (Partial) show that the tcount value of the brand is -0.199, which is smaller than the ttable of 2.03224 with a significance value of 0.884 which is greater than the predetermined significance value of 0.05, so it can be concluded that there is no significant influence of the brand on decision to purchase the buds in Kraton village, Kencong sub-district, regency. Jember. Maha H2 is rejected

Third Hypothesis

H3: There is a significant influence of product quality on the decision to purchase tea shoots in Kraton village, Kencong sub-district, Kab. Jember

The results of the t test (Partial) show that the tcount value of 1.520 is smaller than the ttable of 2.03224 with a significance value of 0.138 which is greater than the predetermined significance value of 0.05, so it can be concluded that there is no significant influence on product quality on purchasing decision to purchase the buds in Kraton village, Kencong sub-district, regency. Jember. Maha H3 is rejected.

Determinant Coefficient (R²)

<i>Model</i>	Hasil Koefisien Determinasi	
	<i>R</i>	<i>R Square</i>
1	0,523 ^a	0,273 ^a

Coefficient of determination test results on the R Square value (R²) obtained is 0.273. This means that packaging, brand and product quality can influence purchasing decisions by 27.3%. Meanwhile, the remainder is shown by the estimated error value, namely 72.7%, which is influenced by other variables that were not examined in this research, for example promotions influence sales by offering a product by providing incentives to buy.

Discussion

Based on the results of this research, it can be described as follows: Product packaging includes material indicators, logos and tables, colors, sizes and other information to make the packaging attractive. Therefore, packaging becomes a container for the final result of a product which can increase the value and function. With today's advanced developments, packaging is not only a place or container, but the role of packaging has developed into a tool to attract consumer interest. Brands that supported by indicators of Attributes, benefits, value, culture, user, personality, because the brand is intended for a long period of time and has the economic potential of the brand owner. Product quality has parameters including indicators of performance, reliability, features, durability, conformance and design so that potential consumers can have an objective assessment of the product.

CONCLUSION

- a. Packaging influences purchasing decisions. This illustrates that respondents who are consumers can judge that the packaging on shoot tea is attractive.
- b. Brand has no influence on purchasing decisions. This brand statement also shows that respondents did not respond well enough to the brand given whether it met the wishes of potential consumers or not.
- c. Product quality has no influence on purchasing decisions. In this case, the quality of this product also shows that the respondents did not respond well enough to the quality of the product provided, whether it met the wishes of potential consumers or not.

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