

THE INFLUENCE OF PACKAGING AND PRICE ON PURCHASING DECISIONS SAPARUA PALM SUGAR IN AMBON CITY MEDIATED BY CUSTOMER SATISFACTION

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ABSTRACT

This research aims to examine the influence of packaging and price on purchasing decisions for Saparua palm sugar in the city of Ambon. The population in this study were Ambon city residents who bought and consumed Saparua palm sugar with a sample size of 126 respondents. The research results explain that packaging and price influence purchasing decisions mediated by consumer satisfaction. The advice that can be given is that Saparua palm sugar businesses are more innovative in making representative packaging so that the product can reach a wider market.

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1. INTRODUCTION

Facing competition, companies must develop strategies as an effort to achieve marketing targets. This must start from within the company, especially the products created by the company. One strategy that must be implemented is a differentiation strategy. Differentiation is more than the binding of complex differences that characterize an entity. Differentiation is defined as the process of adding a series of important and valuable differences, in order to distinguish a company's offer from competitors' offers (Kotler, 2005). Palm sugar is one of the food ingredients consumed by the public because it can be mixed as a processed food ingredient to make snacks and drinks. The palm sugar circulating in the markets of Ambon City and its surroundings is Saparua palm sugar. The name Saparua is used because the palm sugar makers come from Saparua District, Central Maluku, and the production of palm sugar is carried out in Saparua District, so that the people of Ambon City call this palm sugar Saparua brown sugar. This palm sugar is sought after by the people of Ambon city because it tastes delicious and is not dirty, meaning that when cooked there is no dregs in this palm sugar. The problem encountered is that this palm sugar has not been packaged in hygienic packaging because it still uses ordinary leaves and plastic and there is no brand or logo to make it easier for people to recognize this sugar because there are also other palm sugar circulating on the market, for example brown sugar from Makassar and brown sugar from Piru. . Another thing that is seen as a problem is that palm sugar is quite expensive compared to other brown sugar circulating in the city of Ambon. The price of this palm sugar is IDR 30,000/piece compared to Makasar brown sugar, which is IDR 24,000, however, Makassar palm sugar has a greater weight/size than Saparua palm sugar. Based on the description above, this research has the title Analysis of the Influence of Packaging and Price on Purchasing Decisions of Saparua Palm Sugar in Ambon City Mediated by Consumer Satisfaction.

2. METHOD

The location of this research is Ambon City, Maluku Province. According to Sugiyono (2017) population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this study were people in the city of Ambon. The number of samples used was 126 respondents. Data were analyzed using Multiple Regression Analysis to see the influence of packaging and price on purchasing decisions which were mediated by consumer satisfaction.

3. RESULTS AND DISCUSSION

Data Validity and Reliability Test

The validity test is used to measure whether a questionnaire is valid or not. If the questions in the questionnaire reveal what the questionnaire measures, then the questionnaire is considered valid (Gozhali, 2011). To measure validity, this can be done by comparing the score of the question item with the total score of the construct or variable. Meanwhile, to determine whether the score for each question item is valid or not, statistical standards are set as follows

- If $r \text{ count} > r \text{ table}$ and is positive, then the variable is valid
- If $r \text{ count} < r \text{ table}$, then the variable is invalid.

Table 1. Validity Test Results

Variable	R Count	R Table	Validity Statement
Packaging			
Kms1	0.910	0.1460	Valid
Kms 2	0.875	0.1460	Valid
Kms 3	0.777	0.1460	Valid
Price			
Price 1	0.836	0.1460	Valid
Hour 2	0.884	0.1460	Valid
Price 3	0.899	0.1460	Valid
Price 4	0.762	0.1460	Valid
Satisfaction			
Kps 1	0.931	0.1460	Valid
Kps 2	0.793	0.1460	Valid
Kps 3	0.826	0.1460	Valid
	0.867	0.1460	Valid
Buying decision			
Kp 1	0.950	0.1460	Valid
Kp 2	0.708	0.1460	Valid
Kp 3	0.711	0.1460	Valid
Kp 4	0.948	0.1460	Valid

Based on the table above, it can be concluded that with the results of the validity test of all the statement indicators contained in the questionnaire as a tool to measure the influence of Capacity of Resilience and Innovation Behavior on the performance of Woman Entrepreneurs, the results of all statement items submitted by researchers in the questionnaire were declared valid. This proves that the calculated r value is greater than the table r value (calculated r value $>$ table r value), where the table r value is 0.232 with a sample size of 126 respondents

The aim of the reliability test is to determine the level of consistency of the instruments being measured. Reliability is a prerequisite for a questionnaire to be effective for a particular purpose. Reliability testing is carried out jointly on all question items in a questionnaire. A reliable instrument will provide correct data and correspond to actual conditions. A variable is said to be reliable or reliable if it provides a Cronbach's Alpha value ≥ 0.60 (Ghozali, 2014). The following table shows the results of reliability testing:

Table 2. Reliability Test Results

Variable	Cronbach Alpha Value
Price	0.852
Packaging	0.839
Satisfaction	0.860
Loyalty	0.879

The results of reliability testing show that each variable is reliable, because all Cronbach alpha values are above 0.06.

Hypothesis testing

1. Packaging and price variables on consumer satisfaction

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	,629	,249		2,523	,013		
	Packaging	,222	,045	,295	4,951	,000	,906	1,104
	Price	,628	,059	,635	10,659	,000	,906	1,104

a. Dependent Variable: Satisfaction

From the results of the regression analysis above, it can be concluded that the packaging variable (X1) has a positive influence of 4,951 on the consumer satisfaction variable (Z), with a significance value of 0.000 the price variable (X2) has a positive influence of 10,659 on the Consumer Satisfaction variable (Z). with a significance value of 0.000

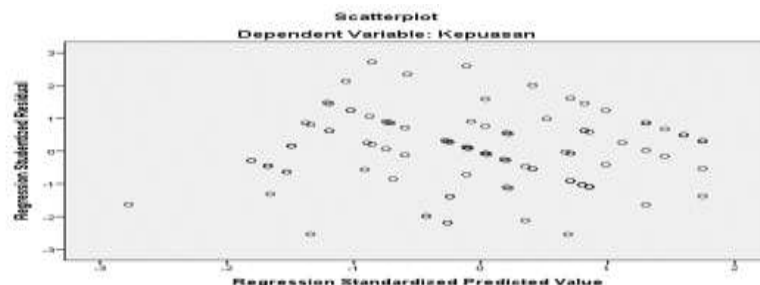
Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	,778a	,605	,598	,404	,605	94.130	2	123	,000

a. Predictors: (Constant), Price, Packaging

b. Dependent Variable: Satisfaction

From the table above, it can be seen that the coefficient of determination (R-Suare) obtained is 0.605. This means that consumer satisfaction can be influenced by price and packaging by 60.5% and the remaining 39.5% is influenced by other variables not explained in this research model.



From the scatter plot graph in the figure above, it can be seen that the points are spread randomly both above and below the number 0 on the Y axis, so this result can be concluded that there is no heteroscedasticity problem in the research data or the data meets the heteroscedasticity assumption.

2. The influence of packaging, price and satisfaction variables on purchasing decisions

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.123	,271		,456	,649		
	Packaging	.143	,052	,178	2,762	,007	,755	1,324
	Price	,376	,087	,353	4,339	,000	,471	2,124
	Satisfactio n	,422	,095	,393	4,425	,000	,395	2,531

a. Dependent Variable: Decision

From the results of the regression analysis above, it can be concluded that the packaging variable (X1) has an influence of 2,762 on the purchasing decision variable (Y), with a significance value of 0.007, the price variable (X2) has an influence of 4,393 on the purchasing decision variable (Y) with The significance value is 0.000 and the satisfaction variable (Z) has an effect of 4.425 with a significance value of 0.000.

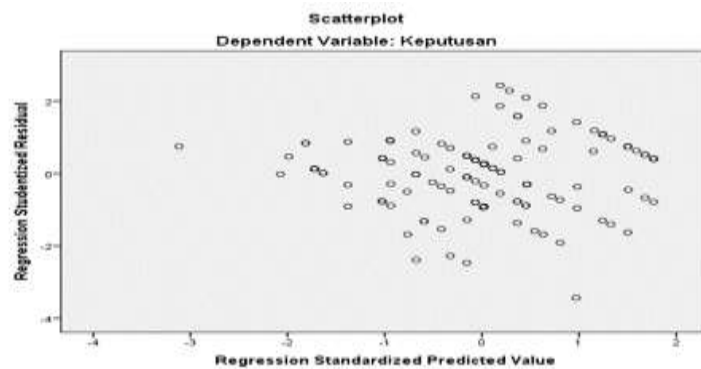
Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.787a	.619	.610	.428	.619	66,153	3	122	.000

a. Predictors: (Constant), Satisfaction, Packaging, Price

b. Dependent Variable: Purchase Decision

From the table above, it can be seen that the coefficient of determination (R-Square) obtained is 0.619. This means that consumer satisfaction can be influenced by price and packaging by 61.9% and the remaining 38.1% is influenced by other variables not explained in this research model.



From the scatter plot graph in the figure above, it can be seen that the points are spread randomly both above and below the number 0 on the Y axis, so this result can be concluded that there is no heteroscedasticity problem in the research data or the data meets the heteroscedasticity assumption.

3. The influence of satisfaction on purchasing decisions

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	.704	.265		2,657	.009		
	Satisfaction	.791	.065	.736	12,120	.000	1,000	1,000

a. Dependent Variable: Decision

From the results of the regression analysis above, it can be concluded that the satisfaction variable (Z) has an influence of 12,120 on the purchasing decision variable (Y), with a significance value of 0.000, a variable with a significance value of 0.000

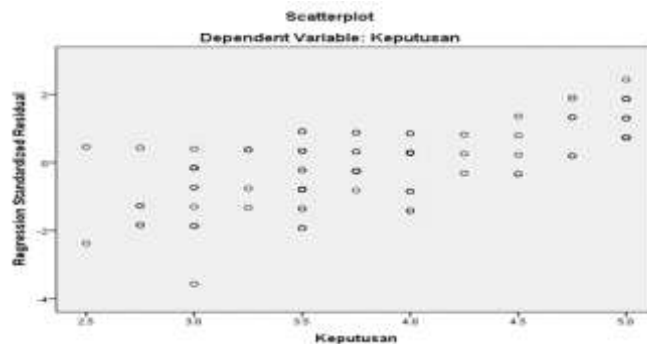
Model Summary b

Model	R	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
					F Change	df1	df2	
1	.736a	.542	.466	.542	146,890	1	124	,000

a. Predictors: (Constant), Satisfaction

b. Dependent Variable: Decision

From the table above it can be seen that the coefficient of determination (R-Square) obtained is 0.542. This means that purchasing decisions can be influenced by consumer satisfaction by 54.2% and the remaining 45.8% is influenced by other variables not explained in this research model.



From the scatter plot graph in the figure above it can be seen that the points are spread randomly both above and below the number 0 on the Y axis, so this result can be concluded that there is no heteroscedasticity problem in the research data or the data meets the heteroscedasticity assumption.

Discussion

The influence of packaging on consumer satisfaction

Packaging is an important aspect that marketers must pay attention to. Packaging has an important role in maintaining product quality and creating a feeling of comfort and safety for consumers. Today's intense business competition requires marketers to innovate packaging aimed at creating consumer comfort, which is related to satisfaction when purchasing a product. Saparua brand palm sugar is packaged in plastic, but some are also packaged in leaves. This packaging does not allow the sugar to spill because the nature of Saparua brand palm sugar is dense and hard. The results of this research are in line with research conducted by Mega Setiawati (2017) with the research title The Influence of Promotion and Packaging on Chitato Product Purchasing Decisions Mediated by Brand Awareness where the research results explain that packaging influences consumer satisfaction.

The effect of price on consumer satisfaction

Low prices are an important source of satisfaction Irawan (2004). If the price is cheap and the quality is felt to be useful, it will influence consumer satisfaction. Consumers will be satisfied if the price matches the product quality (Kotler and Keller, 2009). The price of Saparua brand palm sugar is quite affordable, namely IDR 30,000/piece. Although there are also other palm sugars which are cheaper than the Saparua brand of palm sugar, Saparua palm sugar is known as sugar that tastes delicious, tasty and clean. The results of this research are in accordance with research from W, S, R. S Utami. S Rochani. 2018. the influence of price and service quality on consumer satisfaction at Lfamart Jl. Attorney General Suprpto No.11 Mojoroto Kediri, where price influences consumer satisfaction.

The influence of packaging on purchasing decisions is mediated by consumer satisfaction

Packaging is a container that functions to protect the product from various disturbances. Good packaging will lead to purchasing decisions because consumers are satisfied with the clean and neat appearance of the packaging. Packaging helps consumers know the contents of the products they buy, especially food or beverage products, so packaging becomes very important as a way for companies to communicate with customers. The results of this research are in accordance with the results of research from Zulkarnain, WY and U. (2AD) 'the influence of packaging, quality, brand and price on purchasing decisions for Pantene Shampoo among students at the Faculty of Economics, University of North Sumatra, where packaging influences purchasing decisions.

The influence of price on purchasing decisions is mediated by consumer satisfaction

Price will influence consumers to buy or not buy a product. The price of a product will be adjusted to the benefits of the product so that if consumers are satisfied with the benefits obtained from the product, purchases will be made both now and in the future. The results of this research are in line with research conducted by Zulkarnain, WY and U. (2AD) entitled the influence of packaging, quality, brand and price on the decision to purchase Pantene shampoo among students at the Faculty of Economics, University of North Sumatra, where packaging influences purchasing decisions.

The influence of satisfaction on purchasing decisions

According to Kotler and Keller (2007), consumers who have high satisfaction are generally loyal longer and buy more when the company introduces new products, talk about pleasant things about the company and its products, and do not pay much attention to competitors' products. and is not very sensitive to price, offers product or service ideas to companies, and transactions are routine. Meanwhile, low consumer satisfaction is when there is no consumer loyalty. By buying more products and carrying out transactions regularly, it will have an impact on increasing the level of product sales at the company because more products are being sold. The key to a company's success lies in whether or not the company is able to satisfy its consumers because it has an impact on consumers' purchasing decisions.

4. CONCLUSION

The conclusions from this research are 1) packaging influences satisfaction, as well as price influences satisfaction. 2) packaging and price influence purchasing decisions mediated by consumer satisfaction. 3) Satisfaction influences purchasing decisions. The advice that can be given is that Saparua palm sugar business actors should pay more attention to more innovative packaging so that sales of Saparua palm sugar can reach a wider market.

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