



## The Influence of Product Quality, Packaging, and Promotion on Purchasing Decisions Tempeh Chocolate Awicho Ngawi

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**Abstract.** This research aims to determine the influence of product quality, packaging, and promotion on the purchase decision of Awicho Ngawi tempeh chocolate both partially and simultaneously. The population in this study is consumers of Awicho Ngawi tempeh chocolate, where the number cannot be known with certainty. Sampling in this study used *accidental sampling technique*. The research data was obtained by distributing questionnaires and interviews about product quality, packaging, and promotion, as well as purchasing decisions to 70 respondents. The analytical techniques used include a multiple linear regression analysis, F test, t-test and coefficient of determination ( $R^2$ ), as well as using SPSS applications. The results showed that product quality, packaging, and promotion had a significant effect on the purchase decision of Awicho Ngawi tempeh chocolate, both partially and simultaneously. Nilai adjusted R square ( $R^2$ ) of 0.654, meaning that independent variables consisting of product quality, packaging, and promotion affect the purchase decision of Awicho Ngawi tempeh chocolate by 0.638 or 65.4%, while the remaining 0.362 or 36.2% is influenced by other variables that were not studied in this study.

**Keywords:** Product Quality, Packaging, Promotion, Purchase Decision

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### INTRODUCTION

One form of empowerment in Indonesia is the empowerment of Micro , Small and Medium Enterprises (UMKM) both directly and indirectly. In economic development in Indonesia, UMKM has always been described as a sector that has an important role, because most of the population is poorly educated and lives in small business activities both in the traditional sector and in the modern sector. UMKM is also able to absorb a lot of labor. The role of small businesses is a prioritized part of every development stage planning in order to improve community welfare.

Being creative in the world of food is something that will certainly provide more value if it continues to be done with positive focus and intention. Inspired by Ngawi tempeh chips which are already famous, Masyrifah Hidayat Nur tries to make unique products and of

course can lift typical Ngawi snacks. Masyrifah made a creative snack by innovating tempeh chips combined with chocolate which she named Tempe Awicho Chocolate at her production house which is located at RT 6 RW 1, Danguk Village, Karangjati District, Ngawi Regency.

Chocolate is a food that is very liked by all circles of society, ranging from children to adults. Chocolate is not only a food that is suitable to be eaten directly or mixed with other processed foods. Hearing the name tempeh chocolate, it does sound strange to the ear. For those who hear it for the first time, it is not uncommon to try to imagine the intended shape of tempeh chocolate. Tempeh chocolate, the shape is no different from chocolate in general. The difference is, the chocolate filling, which is usually in the form of cashews, almonds or raisins, is replaced with tempeh chips. With the taste of chocolate on the outside and crunchy kres tempeh in the middle, it makes tempeh chocolate melting really in the mouth of connoisseurs.

Consumer purchasing decisions will largely depend on the performance of the product in meeting consumer expectations of a particular product. The ability of the product to meet consumer expectations will be able to cause satisfaction for consumers. Consumers who are satisfied with the performance of the product will have a positive impact on the continuity of the product in the market. For this reason, in an effort to increase sales volume, each company always strives to increase customer satisfaction. Chocolate flavored tempeh chips or Awicho tempeh chocolate can make many people addicted. This is evidenced by the booming orders received. Within one month, Masyrifah Hidayat Nur produced 10 thousand packets of tempeh chocolate for one month. There are many flavors offered, there are strawberry, original, tiramisu, choco milk, and white choco flavors.

Menurut Kotler and Armstrong (2012), stated that gold packaging is a form of activity that involves design and product, so that this packaging can function so that the products in it can be protected. Packaging involves the design and production of containers or wrappers for a product.

Innovative gold can benefit a company over competitors and drive sales. This typical Ngawi tempeh chocolate is packed with contemporary packaging and is designed with a very attractive and aesthetic design to attract buyers and the price is very affordable.

Based on the discussion above, considering the many competitions between entrepreneurs, especially in the culinary field, product quality, packaging and promotion are very important things in the purchase decision process because basically marketing activities

focus on the quality of products, packaging, and promotions offered. Thus the formulation of the problem in this study is: (1) does product quality affect the purchase decision of Awicho Ngawi tempeh chocolate?, (2) does packaging affect the purchase decision of Awicho Ngawi tempeh chocolate?, (3) does promotion affect the purchase decision of Awicho Ngawi tempeh chocolate?, and (4) does product quality, packaging, and promotion simultaneously affect the purchase decision of Awicho Ngawi tempeh chocolate?. While the purpose of this study is (1) to determine the influence of product quality on consumer decisions in buying Awicho Ngawi tempeh chocolate, (2) to determine the influence of packaging on consumer decisions in buying Awicho Ngawi tempeh chocolate, (3) to determine the influence of promotion on consumer decisions in buying Awicho Ngawi tempeh chocolate, and (4) to determine the influence of product quality, packaging, and simultaneous promotion of consumer decisions in buying Awicho Ngawi tempeh chocolate.

## **LITERATURE**

### **Marketing Management**

Marketing management is a series of processes of analysis, planning, implementation, and supervision and control of a marketing activity where the goal is to achieve company targets effectively and efficiently. Marketing management is the activity of analyzing, planning, implementing, and controlling various programs arranged in the formation, development, and maintenance of profits resulting from transactions or exchanges through target markets to achieve company goals in the long term. According to Kotler & Keller (2016), marketing management is the art and science of selecting target markets and grabbing, retaining, and growing customers by creating, delivering, and communicating superior customer value. According to Aaker (2013) the role of marketing management is: 1) marketing plays a role to be the main driver of strategic analysis, 2) to develop business strategies, 3) to drive growth strategies for companies, and 4) to overcome product dysfunction and geographic warehouse placement.

### **Consumer Behavior**

Consumer behavior is a process that is closely related to the existence of a purchase process, at that time consumers carry out activities such as searching, researching, and evaluating products and services (*product and services*). Consumer behavior is the stages taken and carried out by a person / individual or group of people in order to meet their needs and desires (Mulyadi, 2013). Fahmi defines consumer behavior as the study of *buying units*

and exchange processes that involve acquiring, consuming, and disposing of goods, services, experiences, and ideas (Fahmi, 2016).

### **Product Quality**

Consumers in buying a product always hope that the goods they buy can satisfy all their wants and needs. For this reason, companies must be able to understand consumer desires, so that companies can create products that are in accordance with consumer expectations, because good product quality is the key to the development of company productivity. "Product quality is the ability of a product to demonstrate its function, this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes" (Kotler & Armstrong, 2012).

### **Packaging**

Product packaging is a container or wrapper that is useful for preventing or minimizing damage to the goods packaged or wrapped. Kotler and Armstrong (2012) define "packaging involves designing and producing the *container or wrapper for a product*" which means that the packaging process involves designing and producing activities, the main function of the packaging itself is to protect the product so that the product is maintained quality. Such a picture is actually enough to show the importance of packaging.

### **Promotion**

In essence, promotion is a form of marketing communication. Marketing communication is a marketing activity that seeks to disseminate information, influence / persuade and / or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned. According to Kotler and Armstrong (2012), "Promotion means activities that communicate the merits of the product and persuade target customers to buy if" means that promotion is an activity that communicates the benefits of a product and persuades target consumers to buy the product.

### **Purchasing Decision**

Before making a purchase, someone will usually make a purchase decision first on a product. Purchase decision is an individual activity that is directly involved in making a decision to make a purchase of the product offered by the seller. According to Peter and Olson (2013), purchasing decision is an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them.

### **Previous Research**

Febrianta Indra Jati's research (2018) concluded that product quality, brand image, and price have a significant effect on purchasing decisions for Toshiba brand laptop products in Surakarta City both partially and simultaneously.

Reny Jimi Putri's research (2019) concludes that product quality, price, brand image, and promotion have a significant effect on purchasing decisions for Oppo Brand mobile phones at Matahari Singosaren Surakarta both partially and simultaneously.

Willy's research (2019) states that product packaging and product taste have an influence on the buying interest and purchasing decisions of energy drink customers partially or simultaneously.

### Frame of Mind

The framework of thought in this study is presented as follows.

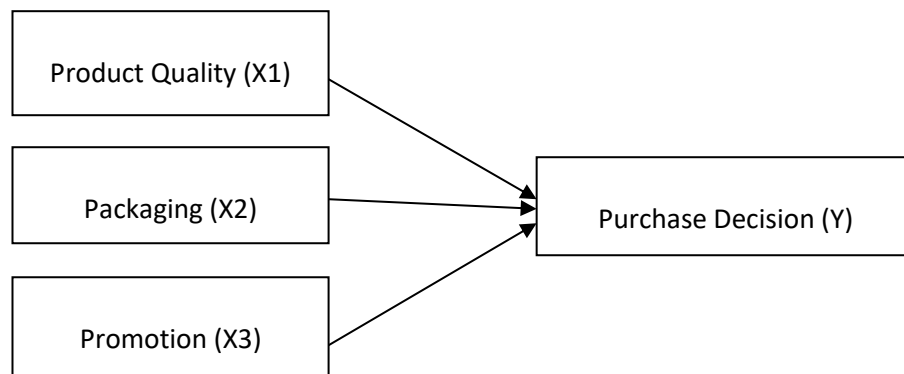


Figure 1. Framework of Thought Scheme

### Hypothesis

The hypotheses formulated in this study are as follows:

1. It is suspected that there is an influence of product quality on the purchase decision of Awicho Ngawi tempeh chocolate
2. It is suspected that there is an influence of packaging on the purchase decision of Awicho Ngawi tempeh chocolate
3. It is suspected that there is a promotional influence on the purchase decision of Awicho Ngawi tempeh chocolate
4. It is suspected that there is a simultaneous influence of product quality, packaging, and promotion on the purchase decision of Awicho Ngawi tempeh chocolate

## METHOD

The method used in this study is a quantitative method using primary data and secondary data. The population in this study is consumers of Awicho Ngawi tempeh chocolate, where the number cannot be known with certainty. The sampling technique in this study uses *accidental sampling* techniques, namely determining samples based on chance. The sample determination uses the Slovin formula, and the sample in this study uses 70 respondents.

In this study the variables used are product quality, packaging, and promotion as independent variables, while as dependent variables are purchasing decisions. The operational definition of variables is as follows:

### 1. Product Quality

Product quality is a consumer perception of the quality of products provided by Awicho tempeh chocolate by taking into account the value in terms of color, appearance, portion, shape, temperature, texture, aroma, maturity, and taste of the quality of the product. According to West, Wood and Harger, Gaman and Sherrington and Jones and Margaretha and Edwin (2012) product quality indicators in food are:

- a. Color
- b. Appearance
- c. Portion
- d. Shape
- e. Temperature
- f. Texture
- g. Aroma
- h. Maturity level
- i. Taste

### 2. Packaging

Packaging is a consumer perception of the packaging used for packaging Awicho tempeh chocolate products by taking into account the value in terms of the materials used, logos and labels, the color of the packaging, the size of the packaging, and the design of the packaging of the product itself. In a journal researched by Dhurup, Mafia and Dumasi (2014) about *The Effect of Packaging, Price, and Brand Awareness on Brand Loyalty*. There are several packaging indicators as follows:

- a. Material

- b. Logos and labels
- c. Color
- d. Size
- e. Design appeal

### 3. Promotion

Promotion is consumer perception of the promotion provided by Awicho tempeh chocolate by taking into account the value in terms of the message conveyed, the media used, the duration of the promotion, and the frequency of the promotion. According to Kotler and Keller (2016) promotion indicators include:

- a. Promotional Messages
- b. Promotional Media
- c. Promotion Time
- d. Promotion Frequency

### 4. Purchasing Decision

Purchasing decisions are consumer decisions when buying Awicho tempeh chocolate products by taking into account product selection, brand, deciding the right sale to visit, time of purchase, number of items to be purchased, and payment method to be used. Kotler & Armstrong (2016) menu purchase decision indicators are as follows:

- a. Product selection
- b. Brand selection
- c. Reseller selection
- d. Time of purchase
- e. Number of purchases
- f. Payment methods

These indicators are for compiling instrument items in the form of questions (questionnaires). Respondents' responses were measured by likert scales, namely: strongly agree (score 5), agree (score 4), disagree less (score 3), disagree (score 2), and strongly disagree (score 1).

The data analysis techniques used in this study are multiple linear regression analysis, F test, t test, and coefficient of determination using the help of SPSS software. Even though the multiple linear regression equation can be modeled as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Information

Y : Purchase Decision

X<sub>1</sub> : Product Quality

X<sub>2</sub> : Packaging

X<sub>3</sub> : Promotions

a: Constant

b<sub>1</sub> b<sub>2</sub> b<sub>3</sub> :Regression Coefficient

e : Terms of error (variables not studied)

## DISCUSSION

### Test Results Research instruments

The instrument test in this study aims to test whether the instrument compiled by the researcher is suitable to be used as a measuring instrument for research variables. This test is carried out with 2 types, namely validity tests and reliability tests which are measured as follows:

#### Validity Test

The validity test in this study aims to test the level of accuracy (validity) of the instrument in measuring product quality, packaging, promotion and purchase decisions. The correlation of question items to variables of product quality, packaging, promotion and purchasing decision has an r-count > the r-table. Thus all question items are declared valid.

#### Reliability Test

Reliability is the level of reliability of a list of questions distributed to several respondents. The reliability test aims to determine the magnitude of the instrument's confidence index from the independent variable. To determine the level of reliability of the questionnaire, Cronbach's Alpha formula is used. The results of reliability tests for all variables in this study can be seen that all instruments used for variables in this study are reliable so that these instruments can be used as a tool to measure variables in this study.

#### Multiple Regression Analysis

Multiple linear regression analysis is used to determine the influence of product quality, packaging, promotion and purchasing decisions. The calculation of multiple linear regression analysis using the help of SPSS software version 16 obtained the following results:

Table 1. Multiple Linear Regression Analysis Results

Variable	Regression Coefficient	T-count value	Sig
Constant	-0,715	-0,274	0,785
Product quality (X <sub>1</sub> )	0,311	4,655	0,000
Packaging (X <sub>2</sub> )	1,076	3,029	0,004
Promotion (X <sub>3</sub> )	0,615	3,031	0,003
F-count = 41.593			0,000
Adjust R <sup>2</sup> = 0.654			

Source : Data Processing, 2022

From the results of the results in table 1 above, the multiple linear regression equation is obtained as follows:

$$Y = - 0.715 + 0.311X_1 + 1.076X_2 + 0.615X_3 + e$$

In table 1 it appears that the regression coefficient for the product quality variable is 0.311, so it can be interpreted that the product quality variable (X<sub>1</sub>) affects 0.311. The magnitude of the regression coefficient of this product quality variable was used to test hypothesis 1. Based on the results of this study, the t-count value is 4.655 with a sig value of 0.000. In this study the significant level used was 0.05, so the results of the t test stated significant. This shows that product quality has a significant influence on the purchase decision of Awicho Ngawi tempeh chocolate.

The regression coefficient for the packaging variable is 1.076, so it can be interpreted that the packaging variable (X<sub>2</sub>) affects 1.076. The magnitude of the regression coefficient of this packaging variable was used to test the second hypothesis. Based on the results of this study, the t-count value is 3.029 with a sig value of 0.004. In this study the significant level used was 0.05, so the results of the t test stated significant. This shows that packaging has a significant influence on the purchase decision of Awicho Ngawi tempeh chocolate.

The regression coefficient for the promotion variable is 0.615 so it can be interpreted that the promotion variable (X<sub>3</sub>) affects 0.615. The magnitude of the regression coefficient of this promotion variable was used to test the third hypothesis. Based on the results of this study, the t-count value was 3.031 with a sig value of 0.003. In this study the significant level used was 0.05, so the results of the t test stated significant. This shows that promotion has a significant effect on the purchase decision of Awicho Ngawi tempeh chocolate.

To determine the influence of product quality, packaging, and promotion variables on the purchase decision of tempeh chocolate, Awicho Ngawi is based on the results of the F test. based on the F test results in table 1, an F-count value of 41.593 was obtained with a *sig* value of 0.000. In this study, the significant level used was 0.05. It turns out that the *sig* value of 0.000 is smaller than 0.05, so the F test result is significant. This shows that there is an influence of product quality, packaging and promotion on the purchase decision of Awicho Ngawi tempeh chocolate. Based on the value of the coefficient of determinasi ( $R^2$ ) shows the magnitude of the contribution of the influence of product quality, packaging, and promotion to the purchase decision of Awicho Ngawi tempeh chocolate is 65.4%.

Product quality has a significant effect on the purchase decision of Awicho Ngawi tempeh chocolate. Thus, the first hypothesis in this study which states that "It is suspected that product quality has a significant effect on the purchase decision of Awicho Ngawi tempeh chocolate" is proven to be true. Based on the results of data analysis in this study shows that product quality is a variable that has a positive and significant influence on the purchase decision of Awicho Ngawi tempeh chocolate. The results of this study are in line with the results of previous research, namely research conducted by Febrianta Indra Jati (2018) and Reny Jimi Putri (2019) which stated that product quality variables have a significant effect on consumer purchasing decisions.

Packaging has a significant influence on the purchase decision of Awicho Ngawi tempeh chocolate. Thus, the second hypothesis in this study which states that "allegedly packaging has a significant effect on the purchase decision of Awicho Ngawi tempeh chocolate" is proven to be true. Based on the results of data analysis in this study shows that packaging is a variable that can have a positive and significant influence on the purchase decision of Awicho Ngawi tempeh chocolate. The results of this study are in line with the results of previous research, namely research from Willy (2019) which states that packaging variables have a significant effect on purchasing decisions, which means that good packaging will affect consumer purchasing decisions.

Promotion has a significant influence on the purchase decision of Awicho Ngawi tempeh chocolate. Thus, the third hypothesis in this study which states that "allegedly promotion has a significant effect on the purchase decision of Awicho Ngawi tempeh chocolate" is proven to be true. Based on the results of data analysis in this study shows that promotion is a variable that can have a positive and significant influence on the purchase decision of Awicho Ngawi tempeh chocolate. The results of this study are in line with the

results of previous research, namely research from Reny Jimi Putri (2019) which stated that promotional variables have a significant effect on consumer purchasing decisions.

## CONCLUSION

Based on the data analysis and discussion above, the conclusions that can be drawn in this study are:

1. Product quality has a significant effect on the purchase decision of Awicho Ngawi tempeh chocolate.
2. Packaging has a significant influence on the purchase decision of Awicho Ngawi tempeh chocolate.
3. Promotion has a significant influence on the purchase decision of Awicho Ngawi tempeh chocolate.

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