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The Effect Of Product Packaging Quality And Price On Consumer Buying Interest In Tempe Chips In Talang Way sulan village, way sulan district, South Lampung Regency

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Abstract

The snack food sector is currently growing rapidly driven by increasing customer demand for local products. However, in the snack food market, competition is getting tighter, especially since similar products from various regions offer variations in taste, quality and price. In the field, there are problems related to consumer interest in buying local tempeh chips. Although this product has great potential, many business actors have not managed the quality of packaging and pricing optimally. Several tempeh chip producers in Talang Way Sulan Village use packaging that is less attractive and not durable, so that the product becomes easily damaged and less desirable by consumers. This study purpose for test effect at product packaging quality by price at constumer pickup importance at tempeh chips in Talang Way Sulan Village, Way Sulan District, South Lampung Regency. The outcome of the study show lest the quality of product packaging have a significant effect in constumer purchasing importane, with a significance level of <0.05. Likewise, price, which even have a significant effect in constumer pick up importane. Simultaneously, these two variables have significant effect in constumer pick up importane in tempeh chips in the village. This finding provides an important contribution for business actors in improving the quality of packaging and pricing to attract consumer purchasing interest.

Keywoards: Packaging Quality, Price, Consumer Purchase Interest, Tempe Chips

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INTRODUCTION

The snack food sector today continues to grow rapidly driven by increasing customer demand for local products (Ferdiana et al., 2022). Tempeh chips are one of the most popular snack categories because they can be a healthy and delicious snack alternative (Tania et al., 2022). In addition, many SMEs are trying for develop they products for compete in a wider market because people are increasingly aware of the importance of local and traditional products (Hidayati & Muslikh, 2023). Packaging quality and product price are two components that influence the triumph of a product at the market, and price is an important component in attracting buyers (Assidiki & Budiman, 2023). However, in the snack food market, competition is getting tougher, especially because similar products from various regions offer variations in taste, quality and price. The current development of the global economy requires MSMEs to continue to innovate to face increasingly fierce competition (Wijaya & Purnomo, 2024). Customers are smarter when determining products that meet their needs in terms of quality, packaging, and price. Tempeh chips businesses in the Talang Way Sulan Village area, located in Way Sulan District, South Lampung Regency, must be able to change their products to remain competitive and meet increasingly diverse consumer expectations (Pratiwi et al., 2021).

In the field, there are problems related to consumer interest in buying local tempeh chips (Purbandono, 2023). Although this product has great potential, many business actors have not managed the quality of packaging and pricing optimally. Several tempeh chip producers in Talang Way Sulan Village use packaging that is less attractive and not durable, so that the product is easily damaged and less in demand by consumers (Handriana et al., 2023). In addition, price instability is also a common obstacle, where some business actors set prices that are not competitive compared to similar products from other areas, which results in a decrease in purchasing interest (Tiara et al., 2023). Increasing customer expectations for packaging quality exacerbate this phenomenon (Purnomo, 2024). Modern consumers are more interested in products that are well packaged and visually appealing (Ashoer et al., 2021). However, observations show that products with unattractive or poorly functioning packaging tend not to be prioritized by consumers even though the taste quality is good (Kristia & Palupi, 2024). In addition, amidst tight price competition, several tempeh chip producers have not been able to increase the prices of their products without sacrificing product quality (Ardian & Sudrartono, 2021).

This research is expected for assist the growth of SMEs at the snack food industry, especially in terms of pricing and improving packaging quality (Widiyanto et al., 2023).

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This research can also help business actors in other places who face similar problems by increasing consumer purchasing interest.

RESEARCH METHODS

The flich of study utilize at this study is quantitative study by a descriptive analysis oncoming. Descriptive analysis aims to describe and interpret research objects based on the data obtained. Quantitative research utilizes data at the establish of numbers or qualitative data that have been categorized numerically. According to Sugiyono (2006) in (Kasih et al., 2023), the quantitative research method is an approach based on certain principles, with a method of selecting samples that usually occur randomly, in addition, data is collected through research instruments to analyze data.

RESULTS AND DISCUSSION

Table 1. Karektristek respondents based on gender

Gender	Amount	Presentase (%)
Male	42	43,3 %
Female	55	56,7 %
Amount	**97**	**100%**

Source: data processed by researchers, 2024

The distribution of respondents based at gender shows that men are 42 people or 43.3%, while women are 55 people or 56.7%.

Table 2. Karektristek respondents based on age

Age	Amount	Presentase (%)
17-25 Years	69	71,1%
26-35 Years	14	14,4%
36-45 Years	12	12,4%
> 45 Years	2	2,1%
Amount	**97**	**100%**

Source: data processed by researchers, 2024

The million of respondents classified by age were at the 17-25 year range, 69 with a percentage of 71.1%.

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Table 3. Karektristek respondents based on job

Job	Amount	Presentase (%)
Students/students	65	67,0%
Government employees	18	18,6%
Self-employed	10	10,3%
Atc	4	4,1%
Amount	**97**	**100%**

Source: data processed by researchers, 2024

The majority of respondents were classified by type of work as students or students, with a total of 65 people or 67%.

Table 4. X1 validity test results

Variable	Item	Significance Level	R (Count)	R (Table)	Information
Product Packaging Quality (X1)	X1.1	0,05	0,540	0,199	Valid
	X1.2	0,05	0,522	0,199	Valid
	X1.3	0,05	0,630	0,199	Valid
	X1.4	0,05	0,687	0,199	Valid
	X1.5	0,05	0,659	0,199	Valid
	X1.6	0,05	0,714	0,199	Valid
	X1.7	0,05	0,545	0,199	Valid
	X1.8	0,05	0,744	0,199	Valid
	X1.9	0,05	0,721	0,199	Valid
	X1.10	0,05	0,592	0,199	Valid

Source: Primary Data Processed from SPSSv30, 2024

Table 5. X2 validity test results

Variable	Item	Significance Level	R (Count)	R (Table)	Information
Price (X2)	X2.1	0,05	0,472	0,199	Valid
	X2.2	0,05	0,550	0,199	Valid
	X2.3	0,05	0,708	0,199	Valid
	X2.4	0,05	0,669	0,199	Valid
	X2.5	0,05	0,659	0,199	Valid
	X2.6	0,05	0,578	0,199	Valid
	X2.7	0,05	0,635	0,199	Valid
	X2.8	0,05	0,560	0,199	Valid
	X2.9	0,05	0,588	0,199	Valid
	X2.10	0,05	0,692	0,199	Valid

Source: Primary Data Processed from SPSSv30, 2024

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Table 6. Y validity test results

Variable	Item	Significance Level	R (Count)	R (Table)	Information
Purchase Interest (Y)	Y.1	0,05	0,425	0,199	Valid
	Y.2	0,05	0.447	0,199	Valid
	Y.3	0,05	0,558	0,199	Valid
	Y.4	0,05	0,594	0,199	Valid
	Y.5	0,05	0,638	0,199	Valid
	Y.6	0,05	0,645	0,199	Valid
	Y.7	0,05	0,751	0,199	Valid
	Y.8	0,05	0,715	0,199	Valid
	Y.9	0,05	0,674	0,199	Valid
	Y.10	0,05	0,728	0,199	Valid

Source: Primary Data Processed from SPSSv30, 2024

All variables are declared valid because the coefficient is greater than the 5% significance level or each item has a value that exceeds the R table, namely 0.199.

Table 7. Reliability Test

Variable	Cronbach Alpha	Sumber Reliabel	Information
Product Packaging Quality (X1)	0,836	0,70	Reliabel
Price (X2)	0,814	0,70	Reliabel
Purchase Interest (Y)	0,820	0,70	Reliabel

Source: Primary Data Processed from SPSSv30, 2024

All items in variables X1, X2, and Y are interpreted as reliable, because any variable have a Cronbach's Alpha value at > 0.70.

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Table 8. Normality Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			97
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		2.19477698
Most Extreme Differences	Absolute		.075
	Positive		.075
	Negative		-.055
Test Statistic			.075
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.188
	99% Confidence Interval	Lower Bound	.178
		Upper Bound	.198

a. Test distribution is Normal.

Source: Primary Data Processed from SPSSv30, 2024

Table 9. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.846	3.240		1.496	.138		
	Kualitas Packaging Produk	.289	.070	.295	4.097	<.001	.797	1.255
	Harga	.588	.070	.602	8.356	<.001	.797	1.255

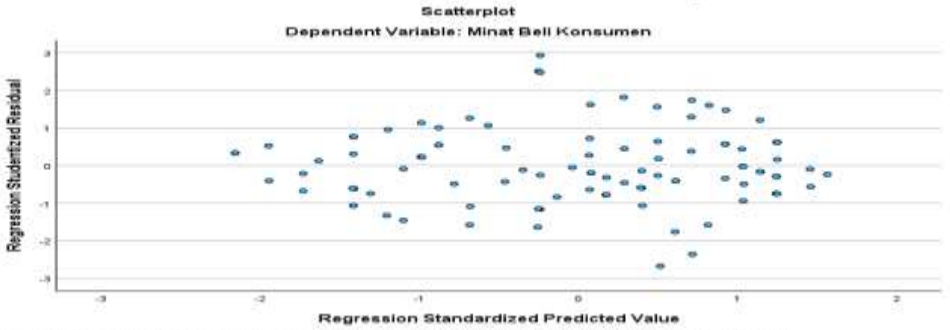
Source: Primary Data Processed from SPSSv30, 2024

The VIF for the Product Packaging Quality and Price variables is 1.255 each. This shows that all variables are free from symptoms of multicollinearity.

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Table 10. Heteroscedasticity Test



Source: Primary Data Processed from SPSSv30, 2024

Because yonder is no particular scheme and the period are distributed randomly over and down the number 0, it can be interpreted that this research data does not experience heteroscedasticity.

Table 11. Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta
1	(Constant)	4.846	3.240	
	Kualitas packaging produk	.289	.070	.295
	harga	.588	.070	.602

a. Dependent Variable: minat beli konsumen

Source: Primary Data Processed from SPSSv30, 2024

y = a + B1X1 + B2X2 + B3X3 + e
y = 4,846 + 0,289(X1) + 0,588(X2) + 3,420

Table 12. Determinal Coefficient

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781[a]	.611	.602	2.218

a. Predictors: (Constant), harga, Kualitas packaging produk
b. Dependent Variable: minat beli konsumen

Source: Primary Data Processed from SPSSv30, 2024

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An R Square value of 0.611 was obtained, what intend lest 61.1% of the dependent variable was capable to be clarify for the independent variables in this research, whilst the stay 38.9% was influenced for nect variables without the variables used.

Table 13. Simulative Regression Test (T Test)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.846	3.240		1.496	.138
	Kualitas packaging produk	.289	.070	.295	4.097	<.001
	harga	.588	.070	.602	8.356	<.001

a. Dependent Variable: minat beli konsumen

Source: Primary Data Processed from SPSSv30, 2024

Variables X1 and X2 show a significance rate of <0.05 by t count > t table, by a t table rate at 1.661.

Table 14. Simulative Regression Test (F Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	725.440	2	362.720	73.731	<.001[b]
	Residual	462.436	94	4.920		
	Total	1187.876	96			

a. Dependent Variable: minat beli konsumen

b. Predictors: (Constant), harga, Kualitas packaging produk

Source: Primary Data Processed from SPSSv30, 2024

The calculated F value is 73.731 which is > F table value of 2.700, also the Sig. value is 0.001 which is < 0.050. Thus, it can be interpreted that the alternative hypothesis (Ha) is accepted.

CONCLUSION AND SUGGESTIONS

Couclision

The following conclusions can be drawn:

1. Product packaging quality affects consumer purchasing interest in tempeh chips in Talang Way Sulan Village, South Lampung.

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2. Price also affects consumer purchasing interest in tempeh chips in Talang Way Sulan Village, South Lampung.
3. Together, product packaging quality and price affect consumer purchasing interest in tempeh chips in Talang Way Sulan Village, South Lampung.

Suggestions

Here are some suggestions below:

1. For further researchers: It is recommended that the scope of the study be expanded by using different objects and samples of tempeh chips in Way Sulan Village, so that the study can provide new and relevant contributions.
2. For tempeh chips companies, it is expected to set competitive prices that are comparable to product quality, carry out various innovations in product packaging, and use packaging that meets market standards to increase consumer purchasing interest.

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