

Ready-To-Eat: Repackaging Food as a Turn Around Strategy for Indonesian MSME's During Covid-19

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ABSTRACT

The opportunities of profitability in the restaurant and fast food business sectors are getting weaker as people's purchasing power decreases due to the Covid-19 pandemic. Business units are closed for longer and even permanently due to expenses that are not balanced with turnover. The Covid-19 pandemic has changed the habits of people who use more free time not to go to crowded places such as restaurants because of reasons to save, and maximize food needs by making your own or buying at the seller closest to the house. The decline in the purchasing power factor in all Indonesians due to reduced income has also resulted in a decrease in food spending at restaurants. Moline's are one of Indonesian MSME's located in Bandung City that been impact by this new consumer habits. To adapt the changes in the consumption pattern of the product, repackaging is carried out accompanied by changes in cost efficiency and production management as well as the calculation of Moline's equity trying to increase intention to buy. This research aim to investigates whether the turnaround strategy and repackaging strategy can enhance consumer intention to buy, approached by quantitative and partial least square method for testing the hypothesis. Result shown with 150 people taken as samples, new packaging and turn around strategy enhance the intention to buy as much as 84,92%.

Keywords: Turn Around, Covid-19, MSME's, Packaging, Ready to Eat

1. INTRODUCTION

The potential for lost profits is huge for restaurant businesses due to Large-Scale Social Restrictions (PSBB) to reduce the spread of the Covid-19 pandemic. This assessment is in line with Bappenas data (2020) which states that Indonesia has lost purchasing power of up to IDR 362 trillion due to Covid-19. The burden on all entrepreneurs is heavy even though some get benefits but in a relatively smaller percentage, restaurants, especially those in malls, will look heavy until the end of the year, "(Medcom. id, Monday, June 22, 2020). So far, restaurant business operators have only been able to maintain assets to remain in existence until the economic recovery returns to its normal position. Even so, it is not uncommon for companies to change their business strategy by closing permanent outlets, then competition because people have

now reduced their visits to malls or restaurant. Culinary business players are pessimistic that the easing of the PSBB in shopping centers will help restaurant businesses return to profit. Apart from the burden of expenses which are still heavy due to the obligation to implement health protocols, visitor attendance is also limited to only 50 percent.

Restaurant capacity that cannot be full results in a decreased turnover. Meanwhile, the cost of renting tenants in malls or protocol roads is of course quite high plus the increase in costs for following health protocols such as face shields, hand sanitizers, and masks. Figure 1 below illustrates a quiet restaurant atmosphere due to the Covid-19 pandemic.



(Source: Kumparan.com)

Figure 1 Picture of Atmosphere in a Restaurant in Bandung, Affected by the Covid-19 Pandemic

Referring to the aforementioned problems, in-depth analysis and policy from the Government is needed to immediately stabilize economic conditions during Covid-19, referring on ref [1] Information related to policy in the form of policy issues, future policies, policy actions, results in policy, and policy performance. Policy analysis combines five general procedures commonly used in solving human problems, namely: definition, prediction, prescription, description, and evaluation. Each of the policy information relates to policy procedures. Dunn more clearly describes the relationship between five policy information and five policy procedures which are formulated as problem-oriented policy analysis.

The policies that were in effect before the covid-19 refer to the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 11 of 2014 concerning Restaurant Business Standards with the Grace of God Almighty Minister of Tourism and Creative Economy of the Republic of Indonesia, Article 2 and Article 6. The article regulates the management standards for restaurant and tourism businesses in Indonesia and the sanctions for violating these regulations.

The Ministry of Trade issued circular letter number 12 of 2020 concerning the restoration of trade activities carried out during the COVID-19 pandemic and new normal. In the letter signed by the Minister of Trade Agus Suparmanto, it also regulates a new normal scheme for restaurants, restaurants, food stalls, and cafes when operating. The letter states that cs cafes when operating are required to implement strict health protocols. For example, the maximum number of visitors is 40% of the number of visits under normal conditions. In addition, the visiting time must also be limited. In addition, there should be strict checks and controls on entrances and exits to prevent crowding according to health protocols.

Based on the level of importance and emergency management of the business sector during the Covid-19 pandemic, circular number 12 of 2020 concerning the

restoration of trade activities carried out during the COVID-19 pandemic and new normal was also issued by the central government, the Bandung city government issued a PSBB policy proportionally by allowing The restaurant accepts the public to eat on-site provided that 30 percent of the facility's capacity is given a maximum time of 60 minutes and must still comply with health protocols. This regulation is contained in Prewar Number 32 of 2020 concerning PSBB in the Framework of Accelerating the Handling of Covid-19, as well as the Third Amendment of Regulation Number 21 of 2020. The regulation was stipulated on May 30, 2020, by the Mayor of Bandung, Oded M. Danial. In this regulation, restaurants or restaurants in Bandung are allowed to resume operations. Related to this, there are conditions that must be met by restaurant managers and there are rules for visitors. Dine-in at a restaurant or restaurant may start from 06.00 to 18.00 WIB. These operating hours also apply to take away food ordering services.

Perwal Number 32 of 2020 also emphasizes that the main operational requirement is that the number of visitors is only 30 percent of the total capacity restaurant or restaurant. Through this regulation, the Bandung City Government hopes that restaurant managers and visitors will continue to implement health protocols such as wearing masks, washing hands, and maintaining distance. Figure 1.2 below is an example of implementing regulation no.32 of 2020 in the city off a restaurant or restaurant. Through this regulation, the Bandung City Government hopes that restaurant managers and visitors will continue to implement health protocols such as wearing masks, washing hands, and maintaining distance. Figure 1.2 below is an example of implementing regulation no.32 of 2020 in the city of Bandung.



(Source: entrepreneur-bisnis.com)

Figure 2 Implementation of Health Protocols at a café in Bandung

In Figure 2 above, you can see that restaurant and cafe business people in Bandung follow health protocols in preventing the spread of the Covid-19 virus in the city of Bandung, in addition to the application eating on the spot,

business people in the city of Bandung have begun to implement a delivery order system, either directly carried out by the restaurant or collaborating with food delivery service providers based on online applications to survive the very significant wave of decline in turnover. Figure 3 below also illustrates the application of the keeping distance protocol in dine-in restaurants (eating on the spot) following Regulation Number 32 of 2020.



(Source: antaranews.com)

Figure 3 Application of Keep Distance Protocol at Restaurants in the city of Bandung

The letter X on a restaurant Table describes a symbol of prohibition to be filled (occupied) by consumers, where one cannot be filled by consumers, this application is an answer to the problem of decreasing turnover of restaurant businesses in Indonesia in general and the city of Bandung in particular through Prewar No. 32 years 2020.

Ready-to-eat (RTE) foods are a group of food products that are pre-cleaned, precooked, mostly packaged and ready for consumption without prior preparation or cooking. According to the 2009 US Food code (FDA, 2009), RTE foods should be in an edible form without an additional preparation step to achieve food safety. Foods in this category usually contain raw materials of animal origin, such as eggs, fish, meat, poultry, and ratites, and must be cooked to allow the lowest internal temperature to reach a minimum temperature, for a minimum holding time, during manufacturing to destroy microorganisms of public health concern. In an industrial setting, the cooking step is achieved by thermal processing using steam, hot water, microwave, or infrared. The thermal process should be designed by a thermal process authority and should ensure a minimum lethality (F0) for the target microorganism (usually a foodborne pathogen). A properly processed and packaged RTE food should be free of the target foodborne pathogen and ready for consumption. repackaging the merchant will in general draw in the shopper towards its item among the wide range of various serious items on the lookout [2]. It makes an alternate feeling of fascination towards the item subsequently

expanding the deal. The functionalities of repackage strategies have been creating close by with the mechanical unpredictability that has created to satisfy the need for practicality. One significant model is the apportioning and amount systems that have been arranged into medical care items and drink holders. Thing bundle frameworks can be intended for one-time use or various usage purposes. Bundle configuration has been set out to be one of the essential factors in the customer's buy decision. In the retail climate, bundling addresses one of the basic roles of contact between the item and buyer. The customer develops an impression of the thing subject to the bundle's presentation, which might provoke a deal. Bundling can go probably as a voiceless agent that extends an picture, reason, and handiness of the thing.

In the present time during Covid-19 pandemic repackaging is viewed as a turnaround strategy for conveying an item which expands the cost of said item but making it more effective for consumer to buy and consume it at home with less contact to other. Shoppers center on the pressing just as on the expense of the item prior to buying, even with extraordinary pressing yet a significant expense it won't draw in the purchasers. In coming a long time's new ways and methods are to be created to bring savvy repackaged things to the market to please the customers. So an attractive item is shown with sensible evaluating. One Indonesian local product using repackage strategy to survive the wave of Covid – 19 strategy that impact mostly of MSME's business restaurant in Bandung city, moll's in the brand of many dairy product in central Bandung, located near school area, during normal time before pandemic, moll's business are profitable, with restaurant dairy product types of small boutique resto, moll's offer many fresh product such as ice cream, frozen yoghurt added with fresh fruit topping and many more, unfortunately after the covid-19 wave in Indonesia, the government closed all the school temporary and substitute to online home schooling, this impact directly to moll's market and revenue, business going slowly and near to closed down.

Universities Informatics and Biasness Indonesia as University that have social responsibilities and as educators to support local businesses in the city of Bandung provide special guidance to formulate new business strategies as a turnaround strategy for income recovery from moll's, after a preliminary survey of 30 molls consumers found the most polls 87% consumer still want to consume the product but there are fears to finding physical contact when coming to the store, based on the poll, a repackaging strategy and design labeling that attract buyers were formulated with RET types of food (Ready-to-Eat). Below this figure 4 shown result of repackage and design of Ready to Eat strategy for molls dairy product:



(Source : moll's product, 2020)

Figure 4 Repackage and Ready-to-eat Strategy of Moll's product

With new strategy called "food in jar" moll's recreated fresh dairy product into Ready to eat food that easily to delivery and consume at consumer's house. This purposes to maintain quality of food and attract intention to buy. Colorful and playful image of the label recreated in assumption online home schooling market will be attracted an moms that work at home during pandemic covid-19 also can buy more for their family. Natural flavor added to gain trust from green consumer types who only buy product that environmental friendly and during covid-19 pandemic raise in Indonesia, consumer trend of healthy product are higher than before. "Food in Jar" concepts represent the mobile and easily to handle product with hygiene and safety package that protect the nutrition's of food while delivery and consume at home.

packaging is a container that can change the condition of foodstuffs with the addition of active compounds in order to extend the shelf life of packaged food ingredients, increase safety, and maintain product quality [3]. Furthermore, packaging as a creative design that connects structure, material, shape, color, and design elements with other product information so that it can be marketed [4]. see packaging as an effort made by a company to provide information to consumers about the products offered [5]. This is supported on reff [6] who have similar thoughts, which see the perspective of packaging as an activity that involves design and production to protect the products contained in it.

Based the problem statement, this research aim to finds the enhancement of consumer intention to buy ready to eat product during the Covid-19 in local product in Bandung City, investigates the effectiveness of turnaround strategy by changing to ready to eat product from resto types of business in MSME's sector, and last to investigates are repackages strategy can enhance the intention to by product in accordance to covid-19 issue.

2. THEORETICAL STUDY

2.1 Packaging

The packaging is a wrapper or container commonly used to prevent or minimize damage to the wrapped goods. The definition of packaging is the process of providing a container or packaging for a product. Packaged products are usually products that will be distributed, stored, sold, and used. Packaging also serves as a good means of information and marketing, especially if it is designed creatively and attractively so that it is easy for consumers to remember. Packaging as an activity carried out by the company consists of structural design, graphic design, and product information sees packaging as a container or wrapping that is useful for preparing goods to be ready to be transported, distributed, stored, sold, and used, with packaging, the products inside will be protected.

Packaging and packaging labeling have several objectives, namely: 1) Physical Production, protecting objects from temperature, vibration, pressure shock and so on. 2) Barrier Protection, protects from oxygen barriers, water vapor, dust and so on. 3) Contain mentor or Agglomeration, small items are usually grouped together in one package for transportation and handling efficiency. 4)Information Transmission, information about how to use, transport, recycle or dispose of product packages which are often found on packaging or labels 5) Reducing Theft, packaging that cannot be closed again or will be physically damaged "shows signs of opening" is very helpful in preventing theft. The package also includes the opportunity to be an anti-theft device. 6) Convenience, features that add convenience in distribution, handling, selling, display, opening, re-closing, use and reuse. 7) Marketing, packaging and labels can be used by marketers to encourage potential buyers to buy products [7].

Regulation of the Minister of Agriculture of the Republic of Indonesia No. 44 / Permentan / OT.140 / 10/2009 that packaging is made to protect the product from interference from external factors that can affect its shelf life. The following requirements must be met for packaging: 1)Non-toxic to the product 2)Can protect products from spills, evaporation, dirt, insects, and microbes. 3) The physical requirements of the packaging must be resistant to cracks, abrasion, friction, changes in temperature, weather, and humidity.

According to Nillson & Ostrom (2005) variable packaging design consists of 3 dimensions, namely: graphic design, structure design, and product information. a) Graphic Design: Graphic design is a visual decoration on surface packaging [8]. Consists of four sub dimensions, namely: brand name, color, typography, and images. b) Structure Design: The design structure deals with physical features packaging, and consists of 3 sub-dimensions: shape, size, and material. c) Product Information One of the functions of packaging is to communicate the product through that information listed. Product information can help

consumers in making purchasing decisions with more caution [9].

2.2 Ready to Eat Product

FDA definition for Ready-to-eat (RTE) foods that are a group of food products that are pre-cleaned, precooked, mostly packaged and ready for consumption without prior preparation or cooking [10]. According to the 2009 US Food code. RTE foods should be in an edible form without an additional preparation step to achieve food safety. In the principle of transporting ready-to-eat food, it is necessary to pay attention to it as follows (Ministry of Health Republic of Indonesia, 2004): 1) Each food has its own container. 2) The container used must be intact, strong, and of adequate size food that is placed and made of anti-rust or leak-proof material. 3) Transportation for a long time must be adjusted to keep the temperature inside closed condition until the serving place. 4) Transporting food materials not mixed with hazardous materials and toxic (B3) such as fertilizers, pesticides, or other chemicals.

Minister of Health of the Republic of Indonesia (2012) states that Food ready to eat must be worthy of eating. Meal worthiness can be stated when the test has been carried out organoleptic and biological tests. Laboratory tests are carried out incidentally if there is suspicion.

2.3 Repackaging Product

There are several types of packaging (used for the primary packaging method) and packaging (to contain a number of primary packages or contain a larger amount of material) that we need to be familiar with, where these types are commonly encountered in everyday life apart from ergonomic function, packaging form also influences to attract consumer interest visually [11].

According to the State Ministry for Small and Medium Enterprises Cooperatives of the Republic of Indonesia, the packaging is science, art, and technology that aims to protect a product when it is sent, stored, or sold. In general, packaging can also be interpreted as a way to deliver products from producers to consumers in the best and most profitable conditions. By knowing the basics of knowledge about standard packaging, it is hoped that Micro, Small and Medium Enterprises (MSMEs) can design and make standard packaging so that the appearance of their products can be more attractive besides that, MSME products can be more hygienic and healthier. the government continues to encourage the empowerment of MSMEs at a time when Indonesia's economic fundamentals have not been solid to date [12]. This is because MSMEs are able to absorb a fairly large workforce and MSMEs have the opportunity to develop and compete with other types of businesses that tend to use large capital (capital intensive). One of the business fields that are mostly occupied by MSME actors is business in

the field of food products. These food products are usually produced using simple technology because of the limited capital owned by MSMEs. As a result, not many food products produced by MSMEs can penetrate large markets.

Defines product packaging design, also known as visual branding, is an investment activity for a product or service. Usually, branding starts from naming the brand or brand, creating a logo to positioning (determining the position of the brand in the minds of consumers), launching or launching a product, and continuing with sustaining activities or (product sustainability) and also rejuvenating, namely activities to rejuvenate products so that they are always fresh in the target market [13]. branding aims to build an image about the brand in the minds of the public or consumers. The term "imaging". The process is quite long because the development of this brand requires a long time and systematic work, and of course, it must be sustainable. visual branding is a visual stimulus that occurs when consumers interact with a brand such as logos, colors, shapes, typography, characters, styles, and other brand image elements, these visual elements may be associated with the brand and serve to identify them [14]. Visual branding can also be interpreted as how individuals capture messages from certain visual elements that might be used to express that identity, such as colors or fonts to convey brand associations and meanings [15].

Visual branding also concerns the incorporation of visual elements into a cohesive brand image, and how consumers respond when all of these elements are processed at the same time [16]. represent visual branding as a visual brand element used to represent a brand, without depending on one of them. This combination represents the brand's holistic visual style that cannot be packaged by its visible parts list. That visual elements and themes in advertisements that are considered positive by consumers are preferred more when they agree with brand expectations visually than when they are not appropriate [15]. Visual branding is the influence caused by a visual form to differentiate a brand [17]. Differentiation means differentiating the brand from competitors' brands so that it can be seen and felt to stand out from others and be remembered the most by its audience (high level of reminder). When consumers interact with brands, they are exposed to visual stimuli such as logos, colors, shapes, typography, characters, styles, and other elements of the brand image [15]. The visual element of branding consists of elements related to the brand and serves to identify it from the visual image of the brand to convey the association and meaning of the brand, visual elements that may be used to express that identity, such as colors or fonts [18].

2.4 Intention to Buy

Indicate the intention of the purchaser are a pointer of the degree to which individuals are eager to complete particular intention, which in this exploration would be focused as intention to buy online, It has been discovered

that the absence of a intention to purchase online is one of the principal impediments for the advancement of web-based business [19].

In light of the above mentioned, the principal research theory for this investigation investigates the impact of repackaging ready to eat product on purchaser intention to buy. Consumer purchase interest is something that arises after receiving stimulation of the product that he sees, from there arises an attraction to tried the product until finally, the desire arose buy in order to have it [18].

Purchase intention can be classified as one of the consumer’s cognitive behavior component regarding the individual who intends to buy a certain brand [20]. This opinion on reff [20] that intention to buy is one of the assessments regarding the individual who intends to buy a certain brand. The five dimensions of intention to buy problem recognition, information search, alternate evaluation, buy decision, and behavior after purchase [15]. Purchase interest is something related to the plan consumers to buy certain products within a certain time [21]. Real purchases occur when consumers already have an interest in buy a product. Real purchases are the ultimate goal consumers where buying interest is a mental statement of the consumer which reflects planning to buy a number of products with certain brand, knowledge of the product to be purchased is very required by consumers. Buying intention as a driving force or as a motives that are intrinsic in nature that can encourage someone to pay attention spontaneously, naturally, easily, without coercion and selective on a product to then make decisions buy [22]. This is made possible by the existence of conformity with the interests of the individual concerned and provide pleasure, satisfaction. So it is very clear that interest in buying interpreted as an attitude of liking addressed by the tendency to always buy tailored pleasure and importance. Purchase interest is a psychic activity arises because of feelings (affective) and thoughts (cognitive) towards a desired product or service.

2.5 Turn Around Strategy

In general, the definition of turnaround strategy can be stated as follows [23]. “Turnaround strategy is a corporate practice designed and planned to protect (save) a loss-making company and transform it into a profit-making one.” In financial, commercial, corporate or from a business perspective, the turnaround strategy can be defined as follows. “Turnaround Strategy is a corporate action that is taken (performed) to deal with issues of a loss-making (sick) company like increasing losses, lower return on capital employed, and continuous decrease in the value of its shares.” Finally, from an academic point of view, its definition can be stated as under. “Turnaround strategy is an analytical approach to solve the root cause failure of a loss-making company to decide the most crucial reasons behind its failure. Here, a long-term strategic plan and restructuring plans are designed and implemented to solve the issues of a sick company.”

Organizations that fail to respond to performance problems through corrective action, or that take ineffective action, are more likely to experience turnaround situations. Firm performance is measured in an empirical study of turnaround through several indicators of financial success. This measure ignores important performance criteria in the private sector such as corporate social responsibility, staff welfare, and its impact on the environment. In the public sector, the definition and measurement of performance seems more complex. Public agencies often have multiple objectives that are politically charged [24]. Different stakeholders often use different criteria for performance, and even when using the same criteria, stakeholders tend to use different weights [25]. Therefore, to find out whether a public organization is in a turnaround situation, one must look at the performance dimensions used (such as efficiency, effectiveness, equity) and their perceived relative importance. This political perspective shows that public service failure can occur when key stakeholders feel dissatisfied because the existence of their organization as an entity is threatened. A less extreme form of failure is when a dominant group tolerates the continuation of an organization but insists on changing its leaders.

2.6 Research Paradigm

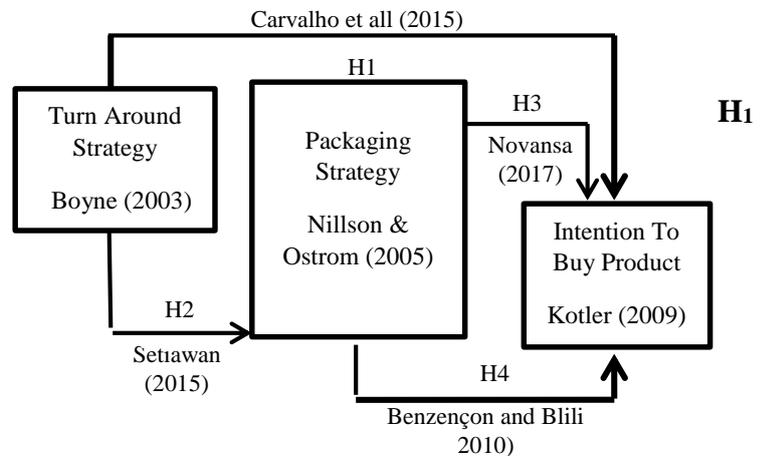


Figure 5 Research Paradigm

- Hypothesis
- H1: Turn Around Strategy Enhance Intention To Buy Product.
 - H2: Turn Around Strategy Enhance Packaging Strategy
 - H3 : Packaging Strategy Enhance Intention To Buy Product.
 - H4: Turn Around Strategy Enhance Intention To Buy Product Through Packaging Strategy.

2. METHODOLOGY

The type of research design that will be conducted in this research is quantitative research method which is a process to find knowledge using numerical data as a tool to find information about state "Quantitative research is a research methodology that seeks to quantify the data and, typically, applies some form of statistical analysis, it can be interpreted that quantitative research is a research methodology that seeks to quantify data, and usually, to apply certain statistical analysis [26].

The selection of sample techniques is a research effort to get a sample representative which can describe the population. In this research, we use the retrieval technique non Probability Sampling sample, namely sensus sampling, all of the element of the population to be selected as a member of the sample. Sample selection is not randomly. Population of this research taken are 150 people from database member of molin’s from year of 2018-2020 by the end of march. The method for testing the hypothesis use partial least square-structural equation modeling (PLS-SEM), divided into two measurement,

outer (validation and reliability) and inner measurement (hypothesis). Data run by XL STAT software.

3. RESULTS AND DISCUSSION

Measurement for this research divide into 2 (two) step using partial least square-SEM method run by XLSTAT software, result shown on Table 1 and 2 below, from the result it can be assume that indicator for hypothesis testing fulfilled by variable x turnaround strategy to variable z packaging strategy, H2 accepted: Turn Around Strategy Enhance Ready To Packaging Strategy as much as 77.75 %.

Indicator for hypothesis accepted fulfilled, that t Table are lower than t test and probability p value below 0.05, for F test also the probability value are lower (0.000) than 0.05. Table 3 below describe the result of hypothesis 1 (one) and 3 (three), result shown turnaround strategy and packaging strategy enhance the intention to buy of molin’s product as much as 77.75%.

Table 1 Inner Measurement for Packaging Strategy

Inner model (Dimension 1):					
R ² (Packaging / 1):					
R ²	F	Pr > F	R ² (Bootstrap)	Standard error	Critical ratio (CR)
0.7775	6.885.519	0.0000	0.7825	0.0184	422.919

(Source: questionnaire run by XL STAT, 2020)

Table 2 Path Analysis For Packaging Strategy

Path coefficients (Packaging / 1):					
Latent Variable	Value	Standard error	t	Pr > t	Value (Bootstrap)
Turn Around Strategy	0.9889	0.0443	107.852	0.0000	0.9724

(Source: questionnaire run by XL STAT, 2020)

Table 3 Inner Measurement for Intention to Buy

R ² (Intention to Buy / 1):							
R ²	F	Pr > F	R ² (Bootstrap)	Standard error	Critical ratio (CR)	Lower bound (95%)	Upper bound (95%)
0.8493	11.100.791	0.0000	0.8516	0.0138	614.205	0.8171	0.8744

(Source: questionnaire run by XL STAT, 2020)

Table 4 Path Analysis for Intention to Buy

Path coefficients (Intention to buy / 1):						
Latent variable	Value	Standard error	t	Pr > t	f ²	Value (Bootstrap)
Turn Around Strategy	0.2232	0.0038	30.551	0.0024	0.7115	0.2339
Packaging Strategy	0.3468	0.0364	95.171	0.0000	0.2299	0.3574

(Source : questionnaire run by XL STAT, 2020)

Result shown in Table 3 an 4 that H1 and H3 accepted, indicator fulfilled by variable, the probability of t test below 0,05 and t test are higher than t Table. Packaging strategy enhance the intention to buy molin’s product and turnaround strategy enhance directly to intention to buy. Table 5 below describe that packaging strategy mediate the impact of turn around strategy of molin’s. Graphic design, structure design, and product information enhance the impact of efficiency, effectiveness, equity of molin’s to intention to buy their product.

Table 5 Intervening Measurement

Variable Exogenous	Variable Endogenous	Intervening Variable	Impact	
			Direct	Indirect
Turn Around Strategy	Intention to Buy	Packaging Strategy	0.2232	(0.4774x0.9889) = 0.4721

(Source: questionnaire run by XL STAT, 2020)

From the test results illustrated by Table 1.5, it can be seen that the indirect impact test results through the variable between turnaround strategy and packaging have a path coefficient value that is greater than the direct effect path coefficient value. It can be assumed than packaging strategy enhance the impact of turnaround strategy to intention to boy molin’s product.

4. CONCLUSSION

Repackaging strategy by molin’s that change dine in product to ready to eat product during Covid-19 Pandemic in City of Bandung can raising the intention to buy product. Along with turn around strategy of molin’s efficiency in operational cost, effectiveness in producing, serving and delivering product and reducing the variabel cost can attract loyal consumer to try a new variant of food that serve in hygiene, compact and easy to carry product that can consume in home, less contact with other consumer. This supported a theory on reff [27] that one of the functions of packaging is to communicate the product through that information listed. Product information can help consumers in making purchasing decisions.

More trustable packaging during covid 19 can gain more purchase intention packaging materials influence perception consumers of product quality. For greater result and accuracy this research can be expand to non-member consumer respondent for knowing whether a non-member consumer can be attract to new packaging of Molin’s product and for purposes of introducing brand, expanding market that supported sustainable business of MSME’s in Bandung city.

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