



The Influence of Product Packaging/Packaging Design, Health Consciousness and Advertising on Purchase Decision Through Attitude and Intention on You C-1000 Consumers in Samarinda City

Muhammad Nawawi¹, Amiril Azizah¹, Annisa Rasyidin¹, and Hanifah Ekawati²

¹Business Administration Department, Samarinda State Polytechnic, Samarinda, Indonesia
nawawi@polnes.ac.id

²Informatics Management Study Program, STMIK Widya Cipta Dharma, Samarinda, Indonesia

Abstract. The goal of this study is to examine and demonstrate how attitudes and intentions of YOUc-1000 customers in Samarinda City, as well as health consciousness and advertising, affect their choice to make a purchase. The Accidental Sampling Method approach was employed in this survey with 132 samples in the city of Samarinda. The primary data, which comes from the respondents, is collated and put to the test using statistical techniques. A research technique (questionnaire) with proven validity and reliability was used to gather the data. All research question instruments were found to be valid (coefficient value > 0.30) and dependable (alpha value > 0.60) based on test findings.

Keywords: Product Packaging, Packaging Design, Health Consciousness, Advertising, Attitude, Intention, Purchase Decision.

1 Introduction

During the covid 19. In the previous two years, sales of You C-1000 have increased. Because consumer attitudes (both positive and negative) can affect whether they are interested in purchasing You C-1000 and whether they decide to buy it or not. Since the amount of people who infect with corona virus the amount of the sales for vitamin is also increasing. Based on the results of coverage of 6 surveys from PWC, namely Pricewaterhouse Cooper, stated their new findings that Indonesian people, spent more of their money on shopping for clothes, traveling, and eating is about 51%. But during the pandemic this habit is slowly being abandoned and as many as 77% of consumers in Indonesia spend more money to buy health products such as vitamins, masks and hand sanitizers [1]. During the covid 19 people should be able to maintain their health by consuming vitamin C. Consuming vitamin C can increase the body's resistance so that the possibility of contracting a virus is less than those who do not consume vitamin C. In the city of Samarinda there was also an increase in sales of You C-1000 products. This increase in sales was due to the increase in the Covid 19 outbreak in the city of Samarinda [2].

© The Author(s) 2024

Z. B. Pambuko et al. (eds.), *Proceedings of the 4th Borobudur International Symposium on Humanities and Social Science 2022 (BIS-HSS 2022)*, Advances in Social Science, Education and Humanities Research 778,
https://doi.org/10.2991/978-2-38476-118-0_18

Before consumers make the decision to buy You C-1000 products, one of them is to do exploratory research to find out what You C-1000 is like in terms of benefits, composition, etc. There has been an increase in consumer interest in searching for You C-1000 on the Web, exploratory interest itself is an indicator of purchase intention. [3] stated that purchase intention consists of 4 indicators, namely transactional interest, preferential interest, referential interest, and explorative interest. You C-1000 is a drink with vitamins in the form of a ready-to-serve drink which is packaged in 2 types of packaging, namely glass bottles and plastic. The form of packaging is made of glass bottles for 140 ml and plastic bottles for 500 ml. As well as the striking color of the packaging, namely orange for oranges, yellow for lemons, and red for apples, is one of the factors that consumers decide to buy, and an attractive packaging design is an indicator of product packaging [4]. There are 7 indicators that influence packaging design namely color, packaging shape, logo, size, product information, language, packaging benefits [5]. There are 6 indicators that used in this research the first one is product packaging/packaging design, the second is color, the third is shape, fourth image, fifth size, and the last one is product information.

2 Research Methods

The data that the researcher will use uses observation techniques first, then distributes questionnaires to respondents who have consumed You C-1000. The method used in this study is a survey method by giving questionnaires to respondents. The number of variables in this study were 6 variables consisting of 3 exogenous variables, 2 intervening variables, and 1 endogenous variable with 22 indicators. Referring to the calculation of the minimum number of samples, the samples in this study were 132 samples. From the number of samples determined, namely as many as 132 samples, the distribution will use a semi-proportional pattern. The product packaging/ packaging design variable, in this study, is aimed at the people of Samarinda who have bought or consumed You C-1000. The flowchart in this study can be seen in Fig. 1.

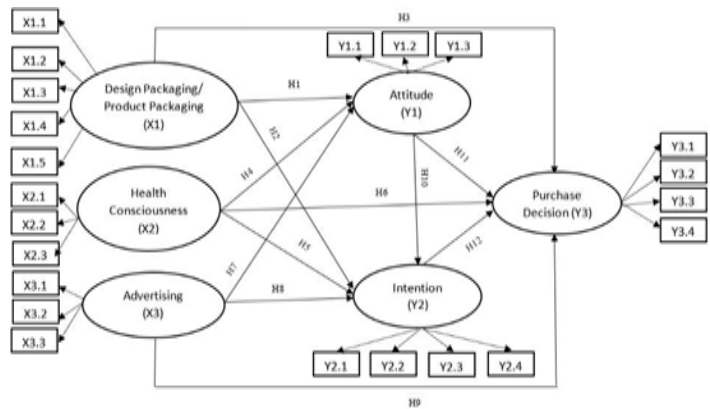


Fig. 1. Research Flow

3 Results and Discussion

Based on the data obtained and processed by the researcher (Table 1), the results of the study can be explained as follows.

Table 1. Data Analysis

Variable	Indicator	Code	Coefficient Correlation	Stat.	Reliability
X1 Product Packaging/Design	color	X1.1	0.709	Valid	0.708
	shape	X1.2	0.729	Valid	
	picture	X1.3	0.736	Valid	
	size	X1.4	0.597	Valid	
X2 Health Consciousness	product information	X1.5	0.641	Valid	0.792
	care	X2.1	0.861	Valid	
	attention	X2.2	0.870	Valid	
X3 Advertising	appreciation	X2.3	0.790	Valid	0.665
	get attention	X3.1	0.785	Valid	
	interesting	X3.2	0.818	Valid	
Y1 attitude	generate desire	X3.3	0.716	Valid	0.846
	cognitive components (perceptual)	Y1.1	0.824	Valid	
	affective component (emotional)	Y1.2	0.912	Valid	
Y2 Intention	behavioral components	Y1.3	0.886	Valid	0.790
	transactional interest	Y2.1	0.784	Valid	
	referential interest	Y2.2	0.825	Valid	
	preferential interest	Y2.3	0.798	Valid	
Y3 Purchase Decision	explorative interest.	Y2.4	0.738	Valid	0.792
	stability	Y3.1	0.738	Valid	
	habit	Y3.2	0.811	Valid	
	recommendation	Y3.3	0.651	Valid	
	repeat purchase	Y3.4	0.602	Valid	

Source: own processed (2021)

The 12 hypotheses previously raised, the results shown are the 6 accepted hypotheses, namely product packaging/package design on attitude, health consciousness on attitude, advertising on attitude, health consciousness on intention, advertising on intention and intention on purchase decision. And 6 hypotheses that are not accepted or rejected, namely product packaging/package design on intention, attitude towards intention, product packaging/package design on purchase decision, health consciousness on purchase decision, advertising on purchase decision, attitude towards purchase decision.

1. A Critical Ratio (CR) value of 3.165 and a probability number of 0.002 indicate that the product packaging/package design variable has a substantial impact on

the attitude variable on You C-1000 consumers in Samarinda city. The first hypothesis can be said to be confirmed because this value satisfies the criteria for its acceptance.

2. You C-1000 consumers in the city of Samarinda exhibit a substantial relationship between the health consciousness variable and the attitude variable, with a Critical Ratio (CR) value of 5.716 and a probability number of 0.000. When a value satisfies the conditions for the second hypothesis to be accepted, it can be said that the hypothesis is supported.
3. A Critical Ratio (CR) score of 2.256 with a probability number of 0.024 indicates that the advertisement variable significantly affects the attitude variable for You c-1000 consumers in the city of Samarinda. Given that this number satisfies the conditions for the third hypothesis' acceptance, it is possible to declare that the hypothesis is correct.
4. In the Samarinda city, the product packaging/packaging design variable significantly influences the consumer intention variable You c-1000, with a Critical Ratio (CR) value of 1,780 and a probability number of 0.075. It might be said that the fourth hypothesis is unproven since this value does not satisfy the conditions for its adoption.
5. In Samarinda City, the consumer intention variable You c-1000 is significantly impacted by the health consciousness variable, with a Critical Ratio (CR) value of 2.510 and a probability number of 0.012. It might be said that the fifth hypothesis is confirmed if this value satisfies the criteria for its acceptance.
6. The advertisement variable significantly affects the intention variable for You c-1000 consumers in Samarinda, with a Critical Ratio (CR) value of 2,940 and a probability number of 0.00. It might be said that the sixth hypothesis is verified because this value satisfies the criteria for its acceptance.
7. For You c-1000 clients in the city of Samarinda, the attitude variable significantly affects the intention variable, with a Critical Ratio (CR) value of -0.169 and a probability number of 0.886. The seventh hypothesis cannot be accepted based on this value, and as a result, it cannot be said to have been proven.
8. For You c-1000 buyers in Samarinda city, the product packaging/packaging design variable significantly influences the purchase decision variable, with a Critical Ratio (CR) value of -1.111 and a likelihood number of 0.266. The eighth hypothesis cannot be accepted based on this value, hence it may be concluded that it is unproven.
9. The critical ratio (CR) value for the health consciousness variable is -0.147, with a probability number of 0.883, indicating a substantial influence on the purchase choice variable for You C-1000 users in the city of Samarinda. When a value does not satisfy the criteria for the ninth hypothesis to be accepted, it can be said that the hypothesis is unproven.
10. With a Critical Ratio (CR) value of -1.499 and a probability number of 0.134, the advertising variable significantly influences the purchase decision variable for You

C-1000 consumers in the city of Samarinda. Score It might be said that the hypothesis is not confirmed if it does not satisfy the conditions for the tenth hypothesis to be accepted.

11. The attitude variable has a significant effect on the purchase decision variable for You C-1000 consumers in Samarinda city showing a Critical Ratio (CR) value of 0.078. with a probability number of 0.938. This value does not meet the requirements for accepting the eleventh hypothesis, so it can be stated that the hypothesis is not proven.
12. The intention variable has a significant effect on the purchase decision variable for You C-1000 consumers in the city of Samarinda showing a Critical Ratio (CR) value of 3,745. with a probability number of 0.000. This value meets the requirements for acceptance of the twelfth hypothesis, it can be stated that the hypothesis is proven.

In this study, the product packaging/packaging design variable (X1) had a direct impact on the purchase decision variable (Y3), as did the health consciousness variable (X2) and the advertisement variable (X3).

4 Conclusion

From the results of the study, it can be concluded that all hypotheses that researchers use in this study are significant. Packaging on products is very influential on purchasing decisions, if the product sold has unique packaging, then buyers will start to be interested in making a purchase. Similarly, in terms of product advertising. If the way of advertising the product is too monotonous the buyer does not have the desire to make a purchase. On the other hand, if the advertisement displayed is attractive and different from other products, customers will be curious about the advertised product and will then buy the product

Acknowledgment. The researcher would like to thank P3M of Samarinda State Polytechnic has funded the contribution the Borobudur International Conference Symposium. Moreover, would like to thank all the parties who participated in making the paper. Hopefully this paper can be used as a reference for further research.

References

1. M. R. B. Kencana, "5 product yang paling banyak dicari Konsumen selama pandemi Covid-19," *Liputan6.com*, Jakarta, Aug. 13, 2020.
2. L. Hasibuan, "Giliran Vitamin C Langka & Harga Naik Gila-Gilaan di Pasar!," *LIFESTYLE*, Jakarta, Apr. 03, 2020.
3. A. Hanjani, W. 12prodi, A. Bisnis, F. Komunikasi, and D. Bisnis, "Consumer Purchase Intention: The Effect of Green Brand and Green Knowledge on Indonesian Nestle Company Minat Beli Konsumen: Dampak Green Brand dan Green Knowledge pada Perusahaan Nestle Indonesia," 2019. [Online]. Available: <http://jurnal.asmtb.ac.id/index.php/jsab>

4. A. Ferdinand, *Metode Penelitian Manajemen*. Semarang: BPUNDIP, 2006.
5. M. Z. Salem, "Effects of perfume packaging on Basque female consumers purchase decision in Spain," *Management Decision*, vol. 56, no. 8, pp. 1748–1768, Jul. 2018, doi: 10.1108/MD-04-2017-0363.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

