THE EFFECT OF PRODUCT AND PACKAGING VARIATIONS ON PURCHASING DECISIONS

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Abstract

This study aims to explore the impact of product variations and packaging on purchasing decisions at Micro, Small and Medium Enterprises (MSMEs) "Sambalin Aja" in Medan City. The research method applied is a quantitative method with an associative approach. The results of the analysis show that partially, product variety (X1) does not have a significant influence on purchasing decisions, with a calculated t value (1.085) lower than the t table value (2.03452), and a significance value greater than 0.05 (0.286). Meanwhile, the packaging variable (X2) positively and significantly influences purchasing decisions, as evidenced by the t count (4.265) which exceeds the t table (2.03452), and a significance value of 0.000, with an unstandardized beta coefficient for the packing regression of 0.554. This finding indicates that the management of UMKM "Sambalin Aja" needs to pay special attention to the aspect of product packaging, along with increasing the variety of products that can be the choice of consumers. It is recommended that management re-analyze the competitiveness of packaging and product variations compared to competitors, to ensure optimal competitiveness in the market.

Keywords: Variety, Product Packaging, Purchase Decision, MSMEs.

Abstrak

Penelitian ini bertujuan untuk mengeksplorasi dampak variasi produk dan kemasan terhadap keputusan pembelian pada Usaha Mikro, Kecil, dan Menengah (UMKM) "Sambalin Aja" di Kota Medan. Metode penelitian yang diterapkan adalah metode kuantitatif dengan pendekatan asosiatif. Hasil analisis menunjukkan bahwa secara parsial, variasi produk (X1) tidak memiliki pengaruh signifikan terhadap keputusan pembelian, dengan nilai t hitung (1,085) lebih rendah dari nilai t tabel (2,03452), dan nilai signifikansi lebih besar dari 0,05 (0,286). Sementara itu, variabel kemasan (X2) secara positif dan signifikan memengaruhi keputusan pembelian, terbukti dengan t hitung (4,265) yang melebihi t tabel (2,03452), dan nilai signifikansi sebesar 0,000, dengan koefisien unstandardized beta untuk regresi packing sebesar 0,554. Temuan ini mengindikasikan bahwa manajemen UMKM "Sambalin Aja" perlu memberikan perhatian khusus pada aspek kemasan produk, seiring dengan meningkatkan variasi produk yang dapat menjadi pilihan konsumen. Disarankan agar manajemen melakukan analisis ulang terkait

kompetitivitas kemasan dan variasi produk dibandingkan dengan pesaing, guna memastikan daya saing yang optimal di pasar.

Keywords: Ragam, Kemasan Produk, Keputusan Pembelian, UMKM

INTRODUCTION

Currently the development of the business world is increasingly being utilized by people with various types of businesses, including businesses in the culinary sector. The reason is, human lifestyles have changed to become more consumptive towards food and drink. Therefore, it can be seen in particular that the Sambalin MSMEs in Medan City are taking advantage of this opportunity as a means of creating profits with businesses in the culinary sector. The strategy carried out by the company must be able to reach its market share so that it does not switch to competitors. For this reason, companies must determine a good marketing strategy so that the company's main goals can be achieved and it remains a market leader. The strategy used by the company must create buying interest in consumers. This interest will certainly encourage consumers to choose this product as their choice. According to Townsend et al. (2013), product variations are product developments by adding variations to existing brands, sizes, shapes or flavors. Product variety is an increasingly relevant topic in the world of marketing market and the increasing level of consumer desire for the variety of products available. In this context, product variations can be an effective marketing strategy to attract consumer interest and increase sales. Packaging is unique representations of your product that help consumers identify your product among hundreds of other brands. According to

Steenis et al. (2017) Packaging has both positive and negative impacts on your product, whether it can improve your product's image or can be the cause of your product's failure (Farooq et al., 2018).

Product packaging is a major problem for MSMEs and makes MSMEs in Medan City less competitive compared to other areas. The thing that underlies the problem in the packaging aspect is the lack of product packaging manufacturing services in the city of Medan, this makes the price of packaging manufacturing very high expensive. If you want to get a slightly cheaper product packaging price, MSMEs must buy it from Java and buy in large quantities so that the packaging price is cheap, product packaging is included in the highest cost of goods sold. This condition ultimately makes MSME products in Medan City relatively expensive. According to Chauhan (2013) purchasing decisions are a process where consumers find a problem, then look for data and information about the product they are looking for, then evaluate it. on each alternative, which one can solve the problem and then take purchasing action. Based on previous research conducted by Ramadhina & Mugiono (2022) state packaging design, product variety and product quality have a significant influence on consumer buying interest. What differentiates this research from previous research is that this research discusses two variables while the previous research discusses three variables. It is also different in terms of research location, namely

that the previous research was conducted on cokro blunder products while this research only focuses on sambalin products (Ramadhina & Mugiono, 2022).

UMKM Sambalin Aja is a small business (home industry) in the city of Medan that sells fast food (sambal) which was founded in 2019, UMKM Sambalin Aja markets its products by utilizing social media and e-commerce platforms. The UMKM Sambalin product consists of several flavor variants, namely chili paste, anchovies, shredded chicken and salted fish. The chili sauce is packaged using only one size pet bottle, namely a 200 ml bottle and the bottle packaging is made of plastic and the lid is equipped with aluminum foil, on the outer packaging a label sticker is attached in the form of packaging attributes, composition, halal label and contact person. Meanwhile, the covers distributed are closed with a plastic seal. Based on surveys and interviews conducted by researchers at Sambalin MSMEs, there are obstacles in developing product packaging that only has one package, namely a plastic bottle and only one variation in bottle size. Meanwhile, product packaging forms are very diverse, for example glass bottles, cans, tubes, square cartons, pouches, and quite a few designers have even created unique packaging forms (Vila & Ampuero, 2006). So products that have poor packaging design will reduce company sales (Underwood & Klein, 2002). Currently there is competition with similar businesses in the food sector that offer similar products, where this competition will be sustainable in business growth. Resource-Advantage Theory of Competition Purkayastha et al. (2012) argues that in competition, performance arises based on market position, which comes from the superior resources owned by the company. To have a sustainable competitive advantage, a company must have different competencies compared to others. its competitors. So it can be concluded that products that have attractive shapes and many variations will attract more consumer attention.

This research has been studied by several other researchers. The results of research conducted by several researchers Willy & Siti (2019), Afriyanti & Rose (2019), Putri & Firmansyah (2022) show that packaging variations and variables have a significant influence on purchasing decisions, although they are not too dominant or 100% influential. Several other researchers also studied it, but with different results, such as Hidayat & Febriyat (2022), Wijaya & Annisa, (2020) who found that the packaging variable had no significant (negative) effect on purchasing decisions, meaning consumers had no significant (negative) effect. use packaging as a determining factor in purchasing decisions. The differences in the results of this study made researchers interested in re-examining the influence of packaging and product variations on purchasing decisions. The aim of this research is to determine the influence of product and packaging variations on purchasing decisions (Case Study of MSMEs "Sambalin Aja" in Medan City) partially and simultaneously.

According to Fetscherin et al. (2014) Product variation is an item or special unit within a particular brand or product line that can be differentiated based on price, size, type, color and other attributes. According to

Nurzana & Bustami (2022), product variety is defined as product completeness which concerns the depth, breadth and quality of the products offered as well as their availability at any time in the shop. A business person must pay attention to a complete variety of products in order to attract the attention of consumers to visit his business. Product diversity is an important thing to influence consumers in purchasing decisions, if the products sold match their wishes (Tjahjaningsih et al., 2020). Previous research regarding product variations and prices on purchasing decisions Haitao (2022) and Oktavian & Wahyudi (2022) concluded that product and price variations partially and simultaneously have a positive and significant effect on purchasing decisions, through validity and reliability tests which are used as measuring tools, all items are declared valid. Mewoh et al. (2023); Harahap et al. (2018) concluded that price and product variety partially and simultaneously have a positive and significant effect on purchasing decisions, through validity and reliability tests which are used as measuring tools for all items that are declared valid. Firmansyah, (2021); Herawati et al. (2019) concluded that product and price variations partially and simultaneously have a positive and significant effect on purchasing decisions, through validity and reliability tests which are used as measuring tools for all items that are declared valid.

Agariya et al. (2012) stated that packaging is a unity of shape, color, font, materials and graphics which is used as added value so that the product can be marketed better. Product packaging is a container or wrapper that is useful for preventing or minimizing damage to the goods being packaged or wrapped. Meanwhile, the definition of packaging is a process of providing a container or wrapper to a product. This research is in line with what was proposed by Juliana et al. (2021) conclude that all variables have a partial and simultaneous influence, proven to be true and positive and significant at Coffee Café Cyclo Sidoarjo. The results of research conducted by Kapoor & Kumar, (2019) state that packaging influences purchasing decisions. Chandon, (2013) states that packaging is a unity of shape, color, font, materials and graphics which is used as added value so that the product can be marketed better. According to Regattieri & Santarelli (2013) packaging plays an important role as an integral part in brand marketing among young people so that packaging has a significant influence on consumer purchasing decisions.

METHOD

The method used in this research is a quantitative method. Quantitative methods are research methods based on the philosophy of positivism which are used to research certain populations or samples (Syafina, 2018). Quantitative research is research that emphasizes objective measurement of social phenomena. To be able to carry out measurements, each social phenomenon is broken down into several problem components, variables and indicators (Terzi et al., 2021). This research was carried out at the UMKM "Sambalin Aja" Medan City on April 11-30 2023. The sampling used in this research was non-probabilistic sampling. Non-probability sampling means that members of the population do not have the same chance of becoming members of

the sample. The selection of respondents for the questionnaire was carried out using purposive sampling where the selection of respondents was based on predetermined criteria, namely consumers who had purchased sambalin products more than once, so that the samples obtained were 35 samples. The type of data in this research is primary data in the form of interview results and respondents' questionnaire answers from statements made by researchers regarding independent variables, namely packaging and product variations, then as a dependent variable, namely consumer decisions in purchasing the product. "Sambalin Aja" product in the city of Medan and secondary data in the form of sambalin aja customer data, previous journals, articles and books. Then the data collection technique was carried out by distributing questionnaires and the data analysis technique of the Classic Assumption Test (normality test, multicollinearity, heteroscedasticity), and multiple linear regression tests (partial t test, F test and R2 determination test). The data is presented in the form of a frequency distribution table with interpretation in the form of a narrative in each table.

RESULT

The normality test is a test that aims to find out whether the data has a normal distribution so that it can later be used in non-parametric Kolmogorov-Smirnov (KS) statistics. It can be said to be normally distributed if the significant value is greater than 0.05.

Table 1. Results of Kolmogorov-Smirnov Normality Test Analysis

		Nonstandardized Residues
N		35
Normal Parameters, b	Means	.0000000
	Std. Deviation	1.46848931
The Most Extreme Difference	Absolute	.102
	Positive	,077
	Negative	-.102
Statistical Tests		.102
Asymp. signature. (2-tail)		,200c, d
A. Normal test distribution.		
B. Calculated from data.		
C. Lilliefors Significance Correction.		
D. This is the lower limit of the true meaning.		

From the results of the table above, normality testing using the One-Sample KolmogorovSmirnov Test obtained the Asymp value. Sig (2-tailed) is 0.200. So the Sign value is 0.200 > 0.05. So it can be concluded that the data is normally distributed because the normality test result value is greater than the standardization value, namely 0.05. The multicollinearity test aims to prove or test whether there is a linear relationship between one independent variable and another independent variable.

Table 2. Multicollinearity Test, Multiple Linear Regression Analysis and T Test

Model	Unst. Coef B	Std. error	β	T	Sig	Tolerance	VIF
(Constant)	8.059	2.388		3.375	0.02		
Variation	0.158	0.145	0.171	1.085	0.286	0.429	2.329
Packaging	0.554	0.130	0.674	4.265	0.00	0.429	2.329

In the table above, the coefficient results show that the two independent variables, namely variety and packaging, show a VIF (variance inflation factor) figure of less than 10 and a tolerance value of more than 0.1. This is shown by the Variation variable, the VIF value is 2.329 < 10 and the tolerance value is 0.429 > 0.10. The packaging variable obtained a VIF value of 2.329 < 10 and a tolerance value of 0.429 > 0.10. So it can be concluded that the regression model on variety and packaging does not experience multicollinearity problems.

Regression analysis aims to determine the mathematical relationship between the dependent variable (Y) and the independent variable (X). Multiple linear regression test is used to prove the truth of the research hypothesis. This regression is used to test the influence of the independent variables, namely Variety (X1) and Packaging (X2) on the dependent variable, namely Purchase Decision as variable Y. In the multiple linear regression results table, the following regression equation is obtained: Purchase Decision = 8.059 + 0.158 Variety + 0.554 Packaging. Based on the results of the multiple linear regression equation, conclusions can be obtained, namely: A constant value of 8.059 states that if all independent variables such as variation (X1) and packaging (X2) have a constant value of 0 then the value of the dependent variable, namely Decision, is 8.056.

The coefficient of variation (X1) value is 0.158, meaning that for every additional variable there is a variation of 1%, if other variables are considered constant then purchasing decisions will increase by 0.158.

The value of the Packaging coefficient (X2) is 0.554, meaning that for every addition of the Packaging variable by 1%, if other variables are considered constant then the Purchase Decision will increase by 0.554. The t test is carried out to partially determine whether the independent variable has a significant effect on the dependent variable with a significance level of 0.05 (5%) and assumes the independent variable has a constant value (MacKinnon et al., 2002).

Based on table 4, the variation variable has a table value of 1.085 and a significant value of 0.286. The decision-making conditions for accepting or rejecting a hypothesis are based on the magnitude of the significance value. If the significance is less than or equal to 0.05 (≤ 0.05) then the hypothesis is accepted. The research results obtained a significance value of 0.0286 > 0.05; So it is concluded that "Variation as a variable (X1) has a negative and insignificant effect on purchasing decisions as variable Y.

Based on table 4, the variation variable has a significant value of 0.000. The decision-making conditions for accepting or rejecting a hypothesis are based on the magnitude of the significance value. If the significance is less than or equal to 0.05 (≤ 0.05) then the hypothesis is accepted. The research results obtained a significance value of 0.000 > 0.05; So it is concluded that "Packaging as a variable (X2) has a positive and significant effect on purchasing decisions as variable Y. The results of this research are in accordance with the facts that occur in the field which state that packaging has an influence in determining

purchasing decisions. Oelek.id is a chili sauce business, initially Oelek .id used pet packaging, now it has changed to pouch packaging. The transition to new packaging caused oelek id to experience an increase in sales. This test is used to determine whether there is a joint influence between all independent variables with a Sig level of 0.05 (5%). The criteria for accepting or rejecting the F test are based on the F value calculated using the F table.

Table 3. F Test (Simultaneous Test)

Model	Sum of Squares	df	Means Square	F	Sign.
Regresi	140.680	2	70.340	30.700	0.000b
Sisa	73.320	32	2.291		
Total	214.000	34			

The Influence of Variations (X1) and Product Packaging (X2) on Purchasing Decisions (Y) The research results show that the calculated F value is > Ftable 30,700 > 3.29 and sig. < 0.05, namely 0.000, so it can be concluded that H0 is rejected. It can be concluded that the hypothesis which states "It is suspected that variation and packaging variables influence decisions" is accepted. It can be concluded that the dependent variable, namely variety and packaging, simultaneously (together) influences the independent variable, namely purchasing decisions at the "Sambalin Aja" MSMEs in Medan City. Through simultaneous tests carried out using the F test method, it can be concluded that if consumers evaluate product variations and product packaging simultaneously then these two variables have a significant influence together on purchasing decisions at "Sambalin Aja" MSMEs in Medan City. The coefficient of determination (R2) shows the extent of the relationship between the dependent variable and the independent variable or the extent to which the contribution of the independent variable influences the dependent variable. The test results (R2) are as follows.

Table 4. Coefficient of Determination Test (R2)

R	R square	Adjusted R Square	Std. Estimation Error
.811a	,657	,636	1.51368

The research results show that the Adjusted R Square value is 0.675 or 67.5%. This means that the influence between the independent variables, namely variation (X1) and product packaging (X2), has an influence on the dependent variable, namely purchasing decisions, by 67.5%. Meanwhile, 32.5% was influenced by other factors not included in this study.

DISCUSSION

The variation variable has a table value of 1.085 and a significant value of 0.286. The decision-making conditions for accepting or rejecting a hypothesis are based on the magnitude of the significance value. If the significance is less than or equal to 0.05 (≤ 0.05) then the hypothesis is accepted. The research results obtained a significance value of 0.0286 > 0.05. So it was concluded that "Variation as a variable (X1) has a negative and insignificant effect on purchasing decisions as variable Y." The results of this research are the same as the results of research conducted by Willy & Siti (2019) which states that product taste variation variables have a negative effect on buying interest. Consumers interpret that variety is not a determining factor for consumers in purchasing decisions. Variety may be one of the factors that consumers consider in purchasing interest, but not in determining consumer decisions in purchasing

a product. However, the results of this research do not match the facts that occur in the field. "Eating chili sauce" is one of the chili sauce businesses that is currently in great demand among Indonesian people. Eat sambal continues to carry out R&D activities in creating the latest variations of chili flavors for its chili products, currently "eat sambal" has 7 flavor variants, this statement is also supported by research conducted by Safitri & Prastiwi, (2023) which states that variations have a positive effect on purchasing decisions, meaning that variation is a consideration for consumers in determining the purchase of a product.

The variation variable has a significant value of 0.000. The decision-making conditions for accepting or rejecting a hypothesis are based on the magnitude of the significance value. If the significance is less than or equal to 0.05 (≤ 0.05) then the hypothesis is accepted.

The research results obtained a significance value of 0.000 > 0.05; So it is concluded that "Packaging as a variable (X2) has a positive and significant effect on purchasing decisions as variable Y." The results of this research are in accordance with the facts that occur in the field which state that packaging has an influence in determining purchasing decisions. Oelek.id is a chili sauce business, initially Oelek .id used pet packaging, now it has changed to pouch packaging. The transition to new packaging caused oelek id to experience an increase in sales.

The results of the same research were also carried out by Hani Fawati et al. (2017), Putri & Firmansyah (2022) who stated that packaging attributes help consumers to buy the right product. In impulse buying, consumers search for information and evaluate product selection based on the attributes on the packaging. This attribute is one of the determining factors in purchasing decisions. So basically packaging really helps consumers in making decisions when carrying out the buying and selling process. Meanwhile, different research results were carried out by Kevin, et al (2020), Hidayat & Febriyanto (2022) which stated that packaging has a negative influence on purchasing decisions, meaning that packaging is a consideration for consumers in determining the purchase of a product.

CONCLUSION

Based on the results and discussion of research regarding the Influence of Variation on Purchasing Decisions (Case Study of the MSME "Sambalin Aja" in Medan City) it can be concluded that the influence of variation on purchasing decisions for Sambalin Aja food products is to find that the variation variable has a negative effect on purchasing decisions. In this research, it can be seen from the statistical results that the sig value is 0.286 < 0.05 and the variable t value (X1) Variation < t table is 1.085 < 2.036 which shows that there is a negative influence between variation on purchasing decisions. Based on the results and discussion of research regarding the Influence of Product Packaging on Purchasing Decisions (Case Study of "Sambalin Aja" MSMEs in Medan City) it can be concluded that the statistical results show a sig value of 0.00 < 0.05 and t calculated variable value (X2) Packaging > t table is 4.265 > 2.036. Thus the alternative hypothesis (Ha) can be accepted, which means product packaging

has a positive influence on purchasing decisions. Simultaneous results show that there is an influence of product and packaging variations which together influence purchasing decisions seen from the statistical results which show a sig value of 0.000 < 0.05 and a F_{count} > F_{table} value of 30,700 > 3.29. Through simultaneous data, it is clear that the influence of these two variables has a very important role in purchasing decisions at Sambalin Aja MSMEs.

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