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THE INFLUENCE OF PACKAGING AND PROMOTION ON THE PURCHASE DECISION OF TEMPE CHIPS IN SUNGAI LANGKAI SUB-DISTRICT, BATAM

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ABSTRACT

This study aims to describe the results of research on the Effects of Packaging and Promotion on the Purchase Decision of Tempe Chips from Home Industry in Sungai Langkai , Sagulung District, Batam. in addition to the importance of improving quality in terms of content, it needs special attention from various parties, both from the government and the private sector. , as well as universities as many universities have done through community service activities. This research focuses on looking at the implementation of packaging and promotion strategies. The research method used is quantitative research, the data source is 100 consumers of tempeh chips in Sungai Langkai , Sagulung District, Batam City. Data collection by observation, interviews and documentation, and data analysis by domain data analysis. The results of the discussion show that the labeling and packaging of the decision to buy tempeh chips in the Sungai Langkai sub-district, Sagulung sub-district, can be carried out well even though they are still traditional, but from time to time have changed for the better.

Keywords: Packaging, Promotions, Buying decision

PENDAHULUAN

One category of micro, small, and medium enterprises (MSMEs) that has received greater government attention in Indonesia is home industry or home industry. In putting these MSMEs into action, almost all districts or s receive government attention. One of the pillars that will help the non-cooperative economy advance are MSMEs. As a result, the government gives MSMEs more attention to boost economic growth. The domestic industry's size may increase annually as a result of this rise. Not only do changes show up in statistics, usually in terms of satisfaction or quality, but also in labeling techniques and branding strategy (packaging and advertising), where there is only a slight increase. This cannot be separated from MSME entities' lack of interest in product branding and technical labeling. Bundling and Advancement, as well as item show, are item presentations, so overseeing appearance is one of the significant things that should be helped by homegrown money managers, on the grounds that the initial five seconds of survey will decide the decision. . purchasers, so appearance is a significant figure for purchasers the market. In addition to improving content quality, it is critical to prepare the government, universities, and private parties' business units for increased income because of the importance of managing product display and advertising and marketing strategies. Similar is true for family businesses in Sungai Langkai, Sagulung District, Riau Archipelago Province, which manufacture snacks like crackers. Sungai Langkai has a lot of handicrafts that make all kinds of snacks. However, the products' sophistication in terms of shape, labels, and packaging is still traditional, so training is needed to make these products better. The growth of the creativity and innovation of the people of Sungai

Langkai will be greatly influenced by the government's and universities' involvement in financial activities, particularly the national industry. This, in turn, has the potential to enhance life satisfaction and quality of life. Commitments can be through allowing full creation freedoms at imaginative and creative stages as well as giving guidance and preparing (for this situation bundling and promoting preparing). In a similar vein, Sungai Langkai is one of the areas in the nation where people work in industry. The fact that the capacity to produce snacks for the people of Sungai Langkai is comparable demonstrates that the region is ideal for the production of snacks to improve people's health and allow them to market the industry they create. product. production to two neighboring nations, Singapore and Malaysia. In light of the preceding ideas, researchers in Sungai Langkai, Sagulung District, Batam, participated in a study titled " The Effect of Packaging and Promotion on the Purchase Decision of Tempe Chips."

Packaging

Packaging is "a general commodity structuring practice that dictates the planning and production of something's packaging or wrapping." Kotler (2000): 227). Designing and putting together compartments (racks) or enclosures (wraps) for an item is wrapping (wrapping) (Tjiptono, 2002: 151). It is clear from these two things that the packaging is an organizational step to ensure an item's quality, as it differs from other organizational goods in its characteristics. As depicted (Kotler, 1999:), there are four components to packaging as a marketing tool. 228). 1. The term "supermarket" or "self-help" refers to an increase in the variety of goods available for purchase at the stores where you are looking and in the prices they charge. Packaging is increasingly operating in a business cycle, in which it must be appealing, pay attention to the quality of the goods, persuade buyers, and convey the value of the goods as a whole. 2. Purchaser Abundance (Purchaser Impact) An expansion in the quantity of purchasers will suggest that clients will pay something else for convenience, appearance, unwavering quality, and saw satisfactory bundling. 3. An organization established to experience both the power of carefully planned packaging to promote buyer perceptions of the organization or product brand is known as organization and branding. 4. How packaging is made to benefit both the buyer and the manufacturer is an innovation opportunity or growth opportunity. The creative use of packaging to benefit both the manufacturer and the customer is known as the development opportunity or innovation opportunity

Promotions

Promotion is a type of correspondence that provides persuasive explanations of customer expectations about labor and products. The driving force behind advertising is prominent enough to be noticed, taught, remembered, and persuaded by potential buyers (Alma, 2007:179). Promotion is one of the determining factors for getting a Promotion, generally the agreement is a type of correspondence marketing (Tjiptono, 2002: 219). From these two hypotheses, one tends to conclude that advertising is data generated to guide a person or an association to carry out commercial activities with advertisers. Point deal introduced by (Tjiptono, 2002: 221) Informing (illuminating), maybe to educate the market about the existence of an item, introducing ways for people to new goods, changes in value that are passed on to the market. 1.Persuade the appointed client (convince) to: Form brand choices, shift the decision to mark Explicitly, change the client's impression of the characteristics of the goods, convince the buyer to get a salesperson visit (sales representative). 2. Remind (help), can consist of remembering reminding customers that the goods in question are needed immediately and reminding buyers of places that sell organizational results.

Buying decision

In today's life, every shopper always buys what he needs, from daily necessities to other household products. (Aditi and Hermansyur, 2018: 66) explained that purchasing decision cues are a problem-solving approach in the form of post-purchase characteristics experienced by customers, looking for problem-specific information problems, evaluating alternatives, and making purchasing decisions. Meanwhile (Christian et al., 2018), purchasing decisions are an integrated effort to combine information to predict actions in asset selection. (Ansah, 2019: 181). According to (Kirana and Permatasari, 2019:10), purchasing decisions are determined more by consumer perceptions of product quality, money and labor, while still considering the interests of others, and considering the capabilities and difficulties faced by consumers. consumer. According to (Saleh and Said, 2019: 31), purchasing decisions are actions that are directly related to the purchase, consumption and disposal of products and services that are included in the decision-making process to provide these actions proactively. From this understanding it can be concluded that the purchase decision is a form or personality of a person or a consumer. when consumers can categorize and detect certain types of problems, consumers can use their money to make purchasing decisions, because information can be extracted to evaluate products and meet customer needs. Purchase decisions are influenced by the following factors: (Saleh & Said, 2019: 32) 1. Cultural factors, Culture, subcultures and social stratification have a huge impact on buying formations. 2. Social Factors, a. Reference groups, b. Family 3. Personal, a. Age and family environment, b. Employment and the economic cycle c. Lifestyle

Based on these assumptions, the research can conclude the following hypotheses:

H1: Packaging has a positive effect on purchasing decisions

Packaging has a very important meaning because packaging is not only used as a protector in a product, but also used to please and reduce consumers. So packaging is part of a marketing strategy, a more over product strategy can be done by improving the external appearance of products such as packaging, ethics, colors, logos, etc. to attract consumer attention and give the impression that the product is of good quality. Apart from benefiting farmers, product packaging also has implications for consumers.

H2: Packaging has a positive effect on purchasing decisions

Rusydi Abubakar (2005) argues that promotion has a positive effect on purchasing decisions, if a product is introduced to the public through effective and creative promotion, the public will get information about the product and in the end the product will be purchased. by many people. Promotion is one of the marketing variables that can be used by consumers as a reference in choosing the desired goods or services. The link between Promotion and purchasing decisions is a means to present and communicate the advantages of a product or service and invite consumers to use the products offered. If consumers are interested in using the product or service being promoted, this will generate market demand. Based on the theories mentioned above, it can be concluded that the influence of Packaging and Promotion can influence consumer purchasing decisions

RESEARCH METHODS

Data Collection Techniques

Data collection techniques are techniques or methods used to collect data. Method refers to the way in which one can demonstrate its use through questionnaires, interviews, observations, tests, documents, etc. While the data collection tool is a tool used to collect data. As a tool it can be in the form of checklists, questionnaires

(open/closed questionnaires), interview guidelines, camera photos, and others (Kurniawan and Puspitaningtyas, 2016: 79).

Data analysis technique

According to (Sanusi, 2011: 115), data analysis methods include a description of the analytical techniques that will be used by researchers to analyze the data that has been collected, including tests. The data collected is defined by the research problem and reflects the characteristics of the research objective, whether it is discovery, description, or hypothesis testing. The research carried out usually involves a number of different variables, depending on the complexity of the problem being solved. Likewise the data used, using different scales from research to research. Indeed, often the scales used in a study differ on several variables, so the researcher must choose the right statistical method to analyze the data collected in order to arrive at a reasonable argument conclusion. The suitability of the chosen statistical method is at least determined by the object of research and the scale of measurement of the research variables.

Multicollinearity Test

This test aims to find out between the independent variables one with the other independent variables in the regression are perfectly or nearly perfect interconnected.

Table 1 Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error				Beta	Zero-order	Partial	Partial	Tolerance
1 (Constant)	8.989	3.196		2.813	.006					
Packaging	.60	.102	.450	5.975	.000	.602	.485	.406	.814	1.229
Promotion	.686	.235	.217	2.924	.004	.445	.262	.199	.838	1.194

Source: Primary data processed by SPSS, 2022 .

Based on table 4.1.4.1. shows that for the Packaging and Promotion variables the tolerance value is greater than the specified limit value of 0.10. Whereas the Variance Inflation Factor (VIF) value shows a number below 10, so that the three variables, namely the Packaging and Promotion variables, do not have multicollinearity problems with the consumer purchasing decision process because they meet the tolerance threshold requirements and the VIF value.

Multiple Linear Regression Analysis

Based on the analysis with the SPSS 22 for Windows program, multiple linear regression results are obtained as in the following table:

Table 2 Results of Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.989	3.196		2.813	.006
	Packaging	.607	.102	.450	5.975	.000
	Promotion	.686	.235	.217	2.924	.004

The regression equation model that can be written from these results in the form of a standardized regression equation is as follows:

$$Y = 8,989 + 0.607 X_1 + 0.686 X_2$$

The regression equation has the following meaning:

A constant value of 8.989 means that if the Packaging and Promotion variables are considered equal to zero, then the purchasing decision process variable is 8.989.

The regression coefficient value for the Packaging variable (X1) is 0.607 meaning that if there is an increase in the Packaging variable (X1), assuming Promotion (X2) is constant, it will cause an increase in the purchasing decision process by 0.607.

The regression coefficient value for the Promotion variable (X2) is 0.686 meaning that if there is an increase in the Promotion variable (X2), assuming constant Packaging (X1) it will cause an increase in the purchasing decision process of 0.686.

Hypothesis testing

To find out whether there is an influence of the independent variable on the dependent variable, a partial test and a simultaneous test are carried out.

Partial Test

The t test was conducted to determine whether individually (partially) the independent variables significantly affect the dependent variable or not. The output results from SPSS are as follows.

Table 3. Partial Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.989	3.196		2.813	.006
	Packaging	.607	.102	.450	5.975	.000
	Promotion	.686	.235	.217	2.924	.004

Table 3. In the t test it is explained that:

It is obtained that the t count of the Packaging variable is 5.975 with a significant level of $0.000 < 0.05$. This means that the first hypothesis which states that there is an effect of Packaging on the purchasing decision process is accepted.

The t count of the Promotion variable is 2.924 with a significant level of $0.004 < 0.05$. This means that the third hypothesis which states that there is an effect of packaging on the purchasing decision process is accepted.

Coefficient of Determination

The coefficient of determination (R²) essentially measures how far the model's ability to explain the variation in the dependent variable

Table 4 Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.682 ^a	.465	.451	3.079	1.823

Source: Primary data processed by SPSS, 2022 .

From table 4 it is explained that an Adjusted R Square of 0.451/ 45.1% means that both Packaging and Promotion variables contribute a percentage of 45.1% to the purchasing decision process, the remaining 54.9% is not explained in this study.

Discussion

The Influence of Packaging on Purchasing Decisions

The results of the descriptive analysis show that most consumers think that the packaging of chips in the village of RW 16 Sungai Langka is very good. The descriptive results of the Packaging variable show that the highest Logo Packaging index is 99.1 and the lowest is Packaging size 87.8. The mean of the Packaging variable is 91.5. This shows that packaging with an attractive logo, vibrant packaging colors and the right size has an impact on the purchasing decision process. The first hypothesis test states that packaging influences the accepted purchase decision process, which means that better packaging leads to more purchase decisions. These results support the views of several theories and previous research by Kuvykaite et al., (2009) and Dadun Abdul Manaf (2005) that there is a significant part and influence of packaging on the packaging process. purchase decision process.

The Effect of Promotion on the Purchase Decision Process

The results of the descriptive analysis show that most consumers consider tempeh chips advertisements in Sungai Langkai 16 RW to be average. The descriptive results for the Promotion variable show that the highest Personal Selling Listing Index is 60 and the minimum Advertising Identification is 8.1. Promotion variable average is 5.05. This shows that personal selling and niche advertising affect the purchasing decision process. The third hypothesis test shows that Promotion influences the purchase decision to be accepted, which means that a better Promotion causes more buying decision processes. These results support the views of several theories and previous research by Rusydi Abubakar (2005) that there is a positive and significant part of Promotion on purchasing decisions.

The Influence of Packaging and Promotion on Purchasing Decisions

The fourth hypothesis test shows that packaging and promotion affect the purchase decision process to be accepted, which means that better packaging and promotion results lead to decisions to buy more goods. These results support the views of several theories and previous research by Rusydi Abubakar (2005) and Dadun Abdul Manaf (2008) that there is a positive and significant influence simultaneously between Packaging and Promotion on purchasing decisions.

CONCLUSION

Based on the research results, the authors conclude that:

1. Packaging has a significant effect on the decision to buy tempeh chips in Sungai Langai, Sagulung District, Batam
2. Promotion has a significant effect on purchasing decisions for tempeh chips in Sungai Langai, Sagulung District, Batam.
3. Packaging and promotion have a significant effect on purchasing decisions for tempeh chips in Sungai Langai, Sagulung District, Batam

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