
THE ANALYSIS OF THE INFLUENCE OF PRODUCT DESIGN AND PACKAGING ON CUSTOMERS' INTEREST IN BUYING TAPE 41 IN WRINGIN VILLAGE IN THE PANDEMIC ERA

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ABSTRACT

Micro, small and middle class enterprises (MSME) are one of the most important sectors for the economic progress of developing countries, for example Indonesia. The problem in this research is the method of making tape which still uses limited tools, design and packaging forms which tend not to be varied. From the research results, it is known that there is a significant effect of product design (X1) on customers' buying interest (Y), that when there is an improvement in product design, consumer buying interest will increase. However, there is no significant effect of packaging (X2) on purchasing interest (Y), it means that if there is no improvement in packaging, there will be no reduction in consumers' purchasing interest. It can also be concluded that product design and packaging have a simultaneous effect on customers' buying interest. This means that every time there is an improvement in product design and packaging form, consumer buying interest will increase.

Keywords: Product Design, Packaging, Purchase Interest

INTRODUCTION

Micro, small and middle class enterprises (MSME) are one of the most important sectors for the economic progress of developing countries, for example Indonesia. Quoted from [www. Ekon.go.id](http://www.Ekon.go.id) Coordinating Ministry for Economic Affairs of the Republic of Indonesia Airlangga Hartanto at the Leader Executive & Entrepreneur Program Industry & Business Institute of Management (IBIMA) event which was held virtually on Wednesday 5 March 2021. Hartanto supported government programs in facilitating the growth and development of entrepreneurship in the country. Considering the intense competition in the market, products must be developed continuously, especially from the packaging aspect, both design and form of packaging, besides having function to protect the content, packaging also becomes an aspect that give first impression to consumers which is able to encouragement consumers to buy a product. Kolter and Keller in Listyawati (2016: 66) describe design as the totality of features that affect how a product looks, feels and functions for consumers. Good design for companies refers to ease of manufacture and distribution. Meanwhile, for consumers, good design means eye catching, easy to open, easy to use, repairable and easy to dispose. Susetyarsi (2012:19) states that packaging is important because packaging is not only used to protect the product, but packaging is also used as a promotional medium to attract consumers so that

consumers decide to purchase the product. Meanwhile, the form of packaging must be able to adapt to the product inside and make it portable for consumers to carry the product purchased.

According to Irvanto (2020:106) Purchase intention is an action before a consumer decides to buy a product that they are planning to buy. Planning a purchase means that interested consumers will determine the choice of product they will buy. The corona virus pandemic in Indonesia began with the discovery of sufferers of coronavirus disease 2019 (COVID-19) on March 2, 2020 (CNN, 2020). In response to this pandemic, several regions have implemented large-scale social restrictions (PSBB). On March 27, Indonesian medical professors called on the government to implement local area quarantine, stating that the government's policy of physical restrictions was ineffective. The government is drafting a government regulation to regulate the procedures and conditions for implementing regional quarantine.

According to Monica (2022) Tape is a food that comes from snacks produced from the fermentation process of carbohydrate food ingredients as a substrate by yeast. This substrate is usually sticky rice and cassava tubers. Many food industries have emerged in Indonesia and each has its own taste and characteristics. One of them is tape which can be processed into various types of variants, such as burnt tape, cake tape, and many more. Cassava tape processed by MSME also have several advantages as seen from its benefits, not only delicious, tape also has real benefits for health as long as it is consumed properly and not excessively. Tape Manis 41 is a type of processed food that has been produced since 2012. They can produce up to 100 kilograms a week. Tape, which is sweet and very clean, has high demand by consumers from various circles. The production process still uses traditional methods. However, despite this, tape 41 still exists and its products are even sold to the others area such as Madiun.

The results of previous research provide evidence that product design and packaging influence consumer buying interest, as in the results of research by Mufreni (2016) with the title "The Influence of Product Design, Packaging Shape and Packaging Materials on Consumer Buying Interest. (case study of powdered green tea tocha) that product design and packaging have a significant effect on consumer buying interest. The results of this research show that Tocha packaging is able to increase consumer buying interest. Different from previous results, in Zulfikhar et al, (2020) with title "The Influence of Dellimas Arabica coffee Coffee Product Packaging Design on Consumer Buying Interest (case study in the Sumbing Makmur farmer group, Kemloko village, Temanggung, Central Java), which states that product design influences consumer buying interest with a significant value of 0.011 ($p < 0.05$) but the shape packaging does not have any significant effect. The conclusion of this research is that consumer interest in packaging design for Dellimas coffee products is high.

Based on the background above, the researcher chose this study to conduct further research because the process of making tape and its various preparations still uses traditional equipment and does not contain dangerous additive substances. In the pandemic era, of course we want a healthy and clean life. Besides having many benefits and high nutritional value for the body, the basic packaging materials are also classified as environmentally friendly (do not harm the ecosystem), this can also be seen from the different labels on the tape labels in general. Tape Manis 41 labels are more unique and include sufficient information about the product. Apart from that, researchers looked at the results of previous research which had different results. Therefore, researchers want to conduct research with the title: The Analysis of the Influence of Product Design and Packaging on customers' Interest in Buying Tape 41 in Wringin Village in the Pandemic

Era. Research objective: To determine the influence of product design on consumer buying interest. To determine the influence of packaging form on consumer buying interest. And to determine the influence of product design and packaging form simultaneously on consumer buying interest.

THEORITICAL REVIEW

Product design

According to Kotler (2005) in Tukiman (2020: 35) Product design is the totality of features that influence the appearance and function of a product in terms of customer needs. With increasing competition, design will become one of the most effective ways to differentiate and promote products and company services.

Packaging Form

Consumers assume that larger packages contain more products, Raghubir and Krishna (1999). Even though consumers feel that the contents or volume of the product does not match or is less than the size of the packaging, this does not change their perception of using the shape of the packaging as a benchmark in determining the contents of the product inside. .

Consumer Purchase Interest

According to KBBI (2003: 744), linguistic interest is a high inclination towards something, passion, desire. This can be interpreted as if someone pays attention to something, he will have a feeling of wanting to be connected with something that interests him. Kotler (2005:15) describes Interest as a situation where consumers have not yet taken an action, which can be used as a basis for predicting that behavior or action. Interest is behavior that appears as a response to an object that shows the customer's desire to make a purchase.

According to Khan (2003) in Faturrohman (2019:882) As a religion that regulates the personality of a Muslim, in Islam, there are important teachings which are the main basis when a Muslim will consume a product, namely that the product must be permitted (halal) and good. (Tayyib). The word "Halal" itself is an original word originating from Arabic which means permissible or permitted. This rule has also been regulated and written in the Al-Quran surah Al-Baqarah: 168:

"O all people, eat what is halal and good from what is found on earth, and do not follow the steps of the devil; for indeed the devil is a real enemy for you."

This concept indicates that everything a Muslim does must be in accordance with Sharia, including consuming a product.

METHOD

Due to time constraints, the researcher took samples using the Slovin formula with an error rate of 10% because the population was less than 1000. So, in this research the sampling technique used was the incidental sampling technique (Sugiyono 2016). This sampling technique is based on chance, so anyone who meets the researcher by chance can be used as a sample, if the person they happen to meet is suitable as a data source.

The following is sample determination using Slovin formula according to Setiawan, (2007):

$$n = N / (1 + N(e)^2)$$

Note:

n = number of samples searched

N = Population size

E = error rate in sampling

$$n = \frac{235}{1 + 235(0,1)^2}$$

$$n = \frac{235}{4,35}$$

$$n = 54.02$$

From the formula above, it can be found that the number of samples needed is 55.

In this research, researchers used the following data collection methods:

Questionnaire (Questionnaire)

A questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. Questionnaires are distributed to consumers at tape 41 stores using a Likert scale.

Tabel 1. likert Scale

	Strongly agree	Agree	Less agree	Disagree	Totally Disagree
Score	5	4	3	2	1

Documentation

Documentation is a record of events that have passed, which can be in the form of images, writing, data sources used to complete research, and monumental works, all of which provide information for the research process.

Observation

Observation is an activity towards a process or object with the aim of feeling and then understanding knowledge of a phenomenon based on knowledge and ideas.

The data that the researcher has collected will be processed using quantitative analysis. Meanwhile, the hypothesis will be tested using multiple linear regression analysis, to determine the respective influence of product design (X1) packaging (X2) on customers' purchasing interest (Y) as well as to determine the influence of design. product (X1) packaging (X2) simultaneously with customers' purchasing interest (Y)

The general form of this equation is:

$$Y = A + B1.X1 + B2.X2 + e$$

Note:

Y = Purchase interest X1 = Product Design

A = Constant X2 = Packaging Form

B1,B2 = regression coefficient e = Standard Error

RESULTS AND DISCUSSION

According to Kotler (2005) in Tukiman (2020: 35) Product design is the totality of features that influence the appearance and function of a product in terms of customer needs. With increasing competition, design will become one of the most effective ways to differentiate and promote products and company services.

Table 2. t test results

Variable	T	Sig
Design (X1)	3,880	0.000
Packaging (X2)	0.681	0.499

Source: Data Processed (2023)

It can be seen from table 2 that the sig value for the influence of X1 on Y is $0.00 < 0.05$ and the calculated t value is $3.880 > t \text{ table } 2.006$. So it can be concluded that there is an influence. It means, when there is an improvement in product design, consumers' buying interest will increase, this result is in line with previous research by Mufreni (2016). With the title "The influence of product design, packaging and packaging materials on consumer purchasing interest. (Case study of tocha powdered green tea)". The results of this research shows that product design has a significant effect on consumers's buying interest.

Raghubir and Krishna (1999) state that even though consumers feel that the content or volume of the product does not match or less than the size of the packaging, it does not change their perception of using the shape of the packaging as a benchmark in determining the contents of the product inside. It is known that the sig value for the influence means that if there is no increase in packaging, there will be no decrease in customers's buying interest. This result is in line with previous research by Zulfikhar et al, (2020). With the title "The influence of packaging design for Dellimas Arabica coffee products on consumers' buying interest. (Case study in the Sumbing Makmur farmer group, Kemloko village, Temanggung, Central Java)". The research results showed that the form of packaging had no significant effect toward consumers' buying interest.

Consumers assume that larger packages contain more products, Raghubir and Krishna (1999) states that even though consumers feel that the contents or volume of the product does not match or is less than the size of the packaging, this does not change their perception of using the shape of the packaging as a benchmark in determining the contents of the product inside. Based on table 2, it is known that the sig value for the influence of product design towards Y, namely purchasing interest. This means that when there is an improvement in product design, consumer buying interest will increase. It is also known that the sig value for the influence of to Y, namely buying interest. According to KBBI (2003: 744), linguistic interest is a high inclination towards something, passion, desire. This can be interpreted as meaning that if someone pays attention to something, he will have a feeling of wanting to be connected with something that interests him.

Tabel 3 Hasil Uji F

Model	F	Sig
Regresion	7.747	0.001

Source: Data Processed (2023)

It can be seen from table 3 that the sig value for the influence of X1 and simultaneously on Y, namely buying interest. This means that every time there is an improvement in product design and packaging form, consumer buying interest will increase. The results of this test are in line with previous research by Mufreni (2016). With the title "The influence of product design, packaging form and packaging materials on consumer purchasing interest. (Case study of tocha powdered green tea)". The results of this research are that product design and packaging form have a significant effect on consumers' buying interest.

CONCLUSIONS

Based on the discussion and research that has been conducted with the title Analysis of the influence of product design and packaging on customers' interest in purchasing Tape Manis 41 in Wringin village in the pandemic era, the following conclusions can be drawn.

1. Product design variables influence purchasing interest among MSME tape Manis 41 in Wringin village in the pandemic era. It is because the design possessed different from the product design of other MSME tape which shows more complete product information. It can also be seen in the t test results where the sig value. is $0.00 < 0.05$ and the calculated t value of $3.880 > t \text{ table } 2.006$ shows that design has a significant effect on customers' buying interest in Tape Manis 41 in Wringin village in the pandemic era. This means that when there is an improvement in product design, consumers' buying interest will increase.
2. The packaging variable apparently does not have a significant effect on buying interest in tape Manis 41. This can be seen from the data processing results of the sig value and from the calculated t in the t test which shows a figure of $0.449 > 0.05$ and a calculated t value of $0.618 > t \text{ table } 2.006$, so it can be concluded that the second hypothesis is rejected because there is no significant influence of X2 packaging on Y, namely buying interest in Tape Manis 41 in Wringin village in the pandemic era. This means that if there is no increase in packaging, there will be no decrease in consumers' buying interest.
3. It can also be concluded that product design and packaging form influence interest in buying tape manis 41 in Wringin village in the pandemic era. It can be seen from the results of the F test where the sig. of $0.01 < 0.05$ and the calculated F value is $7.742 > F \text{ table } 3.172$. So it can be concluded that H3 is accepted, which means there is an influence of X1, namely product design and X2, namely packaging form, simultaneously on Y, namely purchase interest. This means that every time there is an improvement in product design and packaging, consumers; buying interest will increase.

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