

# The Influence of Packaging and Price on Consumer Buying Interest in Contemporary Beverage Products through Attitude as a Variable

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## ABSTRACT

*This study aims to determine the effect of packaging and price on consumer buying interest in the latest beverage products through attitudes as an intervening in Xiboba Kta Madiun products. This type of research is descriptive quantitative. Data collection is carried out by distributing questionnaires. The sampling method used is the purposive sampling method. The sample in this study is people in Madiun City. The data used in the study are primary data. Related data analysis using Causality analysis with SEM PLS with the help of SmartPLS 3.0 program. The results showed that packaging had a positive and significant effect on the interest in buying Xiboba Products. If the packaging is considered better, it will increase consumer buying interest. The results showed that price had a positive and significant effect on the buying interest of Xiboba Products. If prices are more competitive or competitive, it will increase consumer buying interest. The results showed that packaging had a positive and significant effect on the attitude of consumers of Xiboba Products. If the packaging is considered better, consumer attitudes tend to be better. The results showed that price had a positive and significant effect on consumer attitudes of Xiboba Products. If prices are more competitive or competitive, consumer attitudes tend to be better. The results showed that attitude had a positive and significant effect on the interest in buying Xiboba Products. If consumer attitudes towards products are getting better, it will increase consumer buying interest.*

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## INTRODUCTION

Buying interest is an important factor in the business world because consumers' decisions to buy a product are based on interest and interest arises due to a positive stimulus that creates motivation to enable consumers to buy products or services in the future. High consumer buying interest can result in high sales volume so that the profits to be obtained by the company are higher. In the current era of globalization, competition between companies to reach consumers is very tight. Therefore, many companies are starting to think of effective strategies that can attract consumers to buy their products. One way companies attract consumers is by using attractive packaging (Kotler & Keller, 2012).

Today packaging has become an important marketing tool, packaging that when carefully designed can generate value of fit for consumers and promotional value for manufacturers, many factors have increased the use of packaging as a marketing tool. In addition to packaging, to improve its business performance to build long-term relationships with consumers or other potential customers in marketing a good or service, each company must set prices appropriately. In addition, consideration in purchasing decisions is where someone buys a product not based on actual needs.

This behavior usually occurs in everyone including adolescents. the age group of adolescents is one of the potential markets. The reason is that teenagers are usually easily persuaded, like to follow friends, unrealistic. These characteristics of adolescents are used by some business actors to enter the youth market. So that began to emerge products that follow the trend of young people. The emergence of consumer interest in buying products is not only due to product packaging or product prices but also supported by buying interest from consumers.

The product to be examined in this study is a beverage product branded Xiboba. Xiboba is a beverage product derived from the trend of bubble tea or better known as boba. Xiboba was present in Madiun City in 2019. Xiboba itself offers various types of bubble tea variants at very

affordable prices starting from Rp.13,000 but still has the best taste and quality. Some of its flagship products include Fresh Milk to milk tea with a signature menu, namely Fresh Milk Boba, which is much loved by teenagers in Madiun City because of its delicious soft and chewy boba texture.

## **LITERATURE REVIEW**

### *Buying Interest*

Consumer buying interest is part of consumer behavior where consumers have a desire for a brand or product and arise from within the consumer. Interest arises when making a purchase and creates a motivation that continues to be recorded in his mind and becomes a very strong activity and in the end when a consumer has to meet his needs, the consumer will actualize what is in his mind (Ferdinand, 2014 in Ridwan, 2023). According to Kotler and Keller (2016) in Ridwan (2023) explained that the indicator of consumer buying interest is through the AIDA model. The AIDA model is a decision-making process consisting of attention, interest, desire, and the last is the action of the decision making.

### *Attitude*

Attitude is the evaluation, emotional feelings, and tendencies of favorable or unfavorable and long-lasting actions of a person towards an object or idea (Kotler and Keller 2008 in Mubarok, 2018). According to the opinion of Schiffman and Kanuk in Mubarok (2018) in the context of consumer behavior, Attitude is a learned tendency to behave in a pleasant or unpleasant way towards a particular object. According to Azwar (2013: 24) in Silalahi (2022) attitude indicators consist of 3 components, including:

1. Cognitive component.
2. Affective component.
3. Conative component.

### *Packaging*

Packaging is a common activity in goods planning that involves determining the design and manufacture of packaging or packaging for an item (Kotler & Armstrong, 2016). Packaging is a process related to the scaffolding and making containers or wrappers for a product (Tjiptono, 2002). The packaging indicators used in this study are materials, logos, colors and sizes that refer to Kotler and Wiryia in (Rahmad, 2021).

1. Material.
2. Logo.
3. Color.
4. Size.

### *Price*

The price according to Kotler and Armstrong (2007) in (Rahmad, 2021) is a sum of money exchanged for a product or service. Furthermore, price is the amount of value that consumers exchange for the amount of benefit by owning or using a good or service. The price indicators used in the study are the determination of selling prices and price lists referring to Kotler, Armstrong and Tjiptono in (Rahmad, 2021).

1. Selling price.
2. Specific priming.

## **RESEARCH METHOD**

In the preparation of this research, the place of research to be studied is Outlet XIBOBA Sun City Mall Kota Madiun. The object of this research was carried out to the community of potential buyers and customers in Madiun City who are consumers of XIBOBA Products. In this case, the type of research in

this study is quantitative research. While the approach in this study uses an observational approach using survey methods.

The population in this study is the community of potential buyers and customers in Madiun City who are consumers of XIBOBA Products. The population size in the study is very large and cannot be known with certainty, so the sample size used according to using the lemeshow formula (Lemeshow et al. 1990: 42): Based on calculations using the lemeshow formula, the sample size used in this study was 384 respondents.

In this study, the sampling method used was the *Purposive Sampling method*. *Purposive Sampling* is a technique that determines sampling with a consideration.

There are three types of variables used in this study, namely independent variables, mediation variables and dependent variables. The independent variables in this study are packaging and price, the mediating variable in this study is attitude. While the dependent variable in this study is buying interest.

Data analysis method using SmartPLS software version 4.0. PLS or Partial Least Square Test. Analysis in PLS is carried out in three stages:

1. Outer Model Analysis (Measurement Model)
2. Analisa Inner Model (Model Struktural)
3. Hypothesis Testing

## RESULTS AND DISCUSSION

### *Test Results Convergent Validity*

Convergent validity *testing* is carried out by looking at the outer *loading* value of each indicator against its latent variable. An *outer loading value* of  $> 0.7$  indicates that a variable has explained 50% or more of the variance of the indicator. The results of processing with PLS algorithm for *outer loading* are presented in the following table:

**Table 1. Outer Loading Value**

No	Variabel	Outer Louding
1	Packaging	0,770
		0,852
		0,854
		0,838
2	Price	0,852
		0,904
		0,921
		0,907
3	Attitude	0,887
		0,867
		0,913
		0,930
4	Buying Interest	0,802
		0,799
		0,888
		0,840
		0,833

*Source: Output SmartPLS 3.0*

Based on table 1, it can be seen that all indicators have an *outer loading* value of more than 0.7. This indicates that each study variable has been able to be explained by its indicators and meets the convergent *validity requirements*.

#### *Test Results Discriminant Validity*

*Fornell-Larcker Criterion* (FLC) values and *cross loadings* are common approaches used in *discriminant validity* tests. The FLC and *cross loadings values* of an indicator in its own latent construct are expected to be greater than the values of *cross loadings* in other latent constructs. The *discriminant validity test results* are presented in the following table:

**Table 2. Discriminant Validity (Fornell-Larcker Criterion) Value**

Variable	Price	Packaging	Buying Interest	Attitude
Price	0,896			
Packaging	0,529	0,829		
Buying Interest	0,654	0,619	0,841	
Attitude	0,584	0,637	0,754	0,881

*Source: Output SmartPLS 3.0*

Based on table 2, it is known that each indicator has the largest FLC value on its own latent construct compared to the FLC value on the other construct. This explains that the indicators used in this study already have good *discriminant validity* in forming their respective variables.

In addition to the value of *cross loadings*, *discriminant validity test results* can also be known through the *Average Variant Extracted* (AVE) value. Each latent construct must have an AVE value of > 0.5 to reflect a good measurement model. AVE values for variables in this study can be seen in the following table:

**Table 3. Average Variant Extracted (AVE) Value**

Variable	Average Variance Extracted (AVE)
Price	0,804
Packaging	0,687
Buying Interest	0,707
Attitude	0,776

*Source: Output SmartPLS 3.0*

Based on table 3, it is known that each indicator of the latent construct has an AVE value of > 0.5 with each indicator of the latent construct thus being able to explain 50% or more of its variance.

#### *Test Results Composite Reliability*

In the SEM-PLS analysis, a construct is considered reliable if it has a *composite reliability value* of >0.6 and is reinforced by Cronbach's Alpha value of >0.7. The results of the *composite reliability test* can be seen in the following table:

**Table 4. Composite Reliability dan Cronbach's Alpha Value**

Variable	Cronbach's Alpha	Composite Reliability
Price	0,919	0,942
Packaging	0,848	0,898
Buying Interest	0,861	0,906
Attitude	0,927	0,945

Source: Output SmartPLS 3.0

Composite reliability value of 0.6 – 0.7 and Cronbach's alpha value of  $> 0.7$  are considered to have good reliability (Sarstedt, et al., 2011). Based on the table above, all constructs have composite reliability and cronbach's alpha values  $> 0.7$  so it is concluded to be reliable.

#### *Structural Model Evaluation (Inner Model)*

The evaluation phase of the structural model (*inner model*) consists of a model goodness test (model fit) and a hypothesis test. The model goodness test is carried out by paying attention to the value of R-square (R<sup>2</sup>). Partial hypothesis testing is carried out by paying attention to the significance value of the relationship between variables (*direct and indirect effects*). The results of the bootstrapping process on the structural model can be seen as follows:

#### *Model Goodness Test (Model Fit)*

The R-Square (R<sup>2</sup>) value is used to determine the predictive power of structural models in SEM-PLS analysis. Rsquare value criteria close to 0.67 are rated strong, 0.33 as moderate, and 0.19 as weak (Chin & Wynne, 1999). The R-square value can be seen in the following table:

**Table 5. R-Square value**

Variabel	R Square	Kriteria
Buying Interest	0,651	Strong
Attitude	0,490	Strong

Source: Output SmartPLS 3.0

Based on table 5, it can be seen that the R-square value of the attitude variable is 0.490. This value explains that the strength of packaging and price variables in predicting attitudes is 49%. Furthermore, the R-square value for the buying interest variable is 0.651. This value explains that the strength of packaging variables, prices and attitudes, as well as mediation between packaging and price variables with attitude variables in predicting buying interest is 65.1%.

#### *Direct effects hypothesis test*

To determine the structural relationship between latent variables, hypothesis testing must be carried out on the path coefficients between variables by comparing the p-value number with alpha (0.005) or t-statistic of ( $> 1.96$ ). The magnitude of P-value and also t-statistics are obtained from the output on SmartPLS using the bootstrapping method. The results of testing the research hypothesis can be seen in the following table:

**Table 6. Value of Relationship Between Variables (Direct Effect)**

No	Variable Relationships	Path Coefficient	P Values	T Statistics ( O/STDEV )	F Square
1	H1: Finishing -> Buy Interest	0,287	0.000	6,466	0,145
2	H2: Price -> Buying Interest	0,343	0.000	7,489	0,040
3	H3: Finishing -> Attitude	0,157	0.000	3,975	0,166
4	H4: Price -> Attitude	0,455	0.000	10,745	0,293
5	H:5 Sikap -> Minat Waist	0,486	0.000	11,290	0,346

Source: Output SmartPLS 3.0

Based on the table above, the relationship between study variables can be explained as follows:

1. The value of the influence of packaging variables on buying interest is 0.287 with a p-value of 0.000 ( $< 0.05$ ). Thus H1 is accepted, that is, packaging has a positive and significant effect on the buying interest of Xiboba Products.
2. The value of the influence of price variables on buying interest is 0.343 with a p-value of 0.000 ( $< 0.05$ ). Thus H2 is accepted, that is, the price has a positive and significant effect on the buying interest of Xiboba Products.
3. The value of the influence of packaging variables on attitude is 0.157 with a p-value of 0.000 ( $< 0.05$ ). Thus H3 is accepted, that is, packaging has a positive and significant effect on the attitude of consumers of Xiboba Products.
4. The value of the influence of the price variable on attitude is 0.455 with a p-value of 0.000 ( $< 0.05$ ). Thus H4 is accepted, that is, price has a positive and significant effect on the attitude of consumers of Xiboba Products.
- a. The value of the influence of attitude variables on buying interest is 0.486 with a p-value of 0.000 ( $< 0.05$ ). Thus H5 is accepted, that is, the attitude has a positive and significant effect on the buying interest of Xiboba Products.

#### *Hypothesis Test of Indirect Effects*

To determine the structural relationship between latent variables, hypothesis testing must be carried out on the path coefficients between variables by comparing the p-value number with alpha (0.005) or t-statistic of ( $> 1.96$ ). The magnitude of P-value and also t-statistics are obtained from the output on SmartPLS using the bootstrapping method. The results of testing the research hypothesis can be seen in the following table:

**Table 7. Value of Indirect Effect**

No	Variable Relationships	Path Coefficient	P Values
1	Price -> Attitude -> Buying Interest	0,167	0.000
2	Finishing -> Attitude -> Buy Interest	0,221	0.000

Source: Output SmartPLS 3.0

Based on the table above, the relationship between study variables can be explained as follows:

1. The value of the influence of packaging variables on buying attitudes and interest is 0.167 with a p-value of 0.004 ( $< 0.05$ ). Thus, packaging variables have a positive and significant effect on the buying interest of Xiboba Products through consumer attitudes.
- a. The value of the influence of price variables on buying attitudes and interest is 0.221 with a p-value of 0.001 ( $< 0.05$ ). Thus, the price variable has a positive and significant effect on the buying interest of Xiboba Products through consumer attitudes.

## **Discussion**

### *The Effect of Packaging on Buying Interest in Xiboba Products*

Product packaging variables have a positive and significant effect on the purchase interest of Xiboba Products (H1). The assessment of product packaging was obtained from respondents' perceptions of

material indicators: paper, bottles, aluminum foil, and plastic, logos, colors and packaging sizes, where research respondents agreed that the packaging used Xiboba Products is not easily torn or not easily damaged, the logo on the packaging of Xiboba Products clearly attracts the attention of consumers, the packaging color of Xiboba Products looks bright, and the packaging of Xiboba Products explaining the content information tends to increase interest consumers to buy Xiboba products.

This finding is in line with the results of research (Kasih et al., 2023) showing that packaging has no effect on Mixue's consumer buying interest. While the results (Willy & Nurjanah, 2019) show that packaging affects the interest in buying Energy Drinks, besides that the results of the study (Norsita et al., 2021) also show that packaging affects the interest in buying ready-to-drink chocolate products.

#### *The Effect of Price on Buying Interest in Xiboba Products*

Price variables have a positive and significant effect on the buying interest of Xiboba Products (H2). The assessment of product prices is obtained from respondents' perceptions of appropriate selling price indicators (competitive / competitive), clear price adjustment information (*list price*), Prices in accordance with the contents of packaging and product quality, where research respondents agree that the price of Xiboba Products is competitive and competitive, Every purchase of 3 Pcs of Xiboba Products will give a 10% discount, Xiboba Product Prices are clear information, and Xiboba Product Prices in accordance with the packaging value and product quality tend to increase consumer interest in buying Xiboba products.

This finding is in line with the results of research (Kasih et al., 2023) showing that price has no effect on the buying interest of Mixue consumers. While the results (Putra et al., 2022) show that price affects the interest in buying Roti Bolu Dinawa Magetan, besides that the results of the study (Mega Puspita & Budiatmo, 2022) also show that price affects the interest in buying Rocket Chicken Wolter Monginsidi products in Semarang City.

#### *The Effect of Packaging on Consumer Attitudes of Xiboba Products*

Packaging variables have a positive and significant effect on consumer attitudes of Xiboba Products (H3). The assessment of product packaging was obtained from respondents' perceptions of material indicators: paper, bottles, aluminum foil, and plastic, logos, colors and packaging sizes, where research respondents agreed that the packaging used Xiboba Products is not easily torn or not easily damaged, the logo on the packaging of Xiboba Products clearly attracts the attention of consumers, the color of Xiboba Product packaging looks bright, and the packaging of Xiboba Products explains that the content information tends to improve consumer attitudes against Xiboba products.

This finding is in line with the results of research (Aquarista & Widyawati, 2016) showing packaging affects consumer attitudes. The results of the study (Fibrianti et al., 2013) also show that packaging affects consumer attitudes.

#### *The Effect of Price on Buying Interest in Xiboba Products*

Price variables have a positive and significant effect on consumer attitudes of Xiboba Products (H4). The assessment of product prices is obtained from respondents' perceptions of appropriate selling price indicators (competitive / competitive), clear price adjustment information (*list price*), Prices in accordance with the contents of packaging and product quality, where research respondents agree that the price of Xiboba Products is competitive and competitive, Every purchase of 3 Pcs of Xiboba Products will give a 10% discount, Xiboba Product Prices are clear information, and Xiboba Product Prices in accordance with packaging values and product quality tend to increase consumer attitudes towards Xiboba products.

This finding is in line with the results of research (Aquarista & Widyawati, 2016) showing that price affects consumer attitudes. The results of the study (Immawati, 2018) also show that price affects consumer attitudes.

#### *The Effect of Attitudes on Buying Interest in Xiboba Products*

Attitude variables have a positive and significant effect on buying interest in Xiboba Products (H5). The assessment of product attitudes is obtained from respondents' perceptions of indicators of liking products, believing in products, giving an assessment of products and intending to buy products, where

research respondents agree that I feel confident in the quality of Xiboba Products, I feel not wrong buying Xiboba Products, I prefer Xiboba Products compared to other places, and I feel confident that buying more Xiboba Products tends to increase consumer interest to bought Xiboba products.

This finding is in line with the results of research (Kurniawan et al., 2022) and research results (Kau et al., 2022) showing that consumer attitudes have a positive and significant influence on the interest in buying halal fashion in Kendari City and wardah cosmetics users in Yogyakarta. Meanwhile, the results of other studies, namely the results of research (Zumrotun Nisa & Ajib Ridlwan, 2022) show that attitudes do not have a positive and significant influence on the interest in purchasing halal food products.

## CONCLUSION

Based on the results of data analysis and hypothesis testing on the effect of packaging and price on the attitude and buying interest of Xiboba products, it can be concluded that, Packaging has a positive and significant effect on the buying interest of Xiboba Products. If the packaging is considered better, it will increase consumer buying interest. Price has a positive and significant effect on the buying interest of Xiboba Products. If prices are more competitive or competitive, it will increase consumer buying interest. Packaging has a positive and significant effect on the consumer attitude of Xiboba Products. If the packaging is considered better, consumer attitudes tend to be better. Price has a positive and significant effect on the attitude of consumers of Xiboba Products. If prices are more competitive or competitive, consumer attitudes tend to be better. Attitude has a positive and significant effect on the interest in buying Xiboba Products. If consumer attitudes towards products are getting better, it will increase consumer buying interest.

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