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Analysis Of The Influence Of Product Quality, Price, And Packaging On Purchasing Intention For Cimory Yogurt

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Abstrak

Seiring berjalannya waktu, kesadaran akan kesehatan semakin meningkat, dan banyak orang yang menerapkan gaya hidup yang lebih sehat. Orang-orang mengonsumsi yogurt dan makanan dan minuman bergizi lainnya sebagai hasil dari keinginan mereka yang kuat. Yogurt memberikan banyak manfaat bagi kesehatan. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana kualitas, harga, dan kemasan mempengaruhi keputusan pembelian konsumen. Dalam penelitian ini, strategi kuantitatif dan teknik pengambilan sampel terfokus digunakan. Mahasiswa dari Fakultas Ekonomi Universitas Andalas Payakumbuh membentuk populasi sampel, yang terdiri dari 57 responden. Temuan uji reliabilitas cukup masuk akal. Keseluruhan variabel sudah memenuhi persyaratan dan signifikan dalam segala hal. Selanjutnya, hasil uji validitas, termasuk validitas konvergen dan validitas diskriminan, memenuhi persyaratan dan oleh karena itu diterima sebagai valid. Selain itu, terdapat uji inner model, yang dikenal sebagai uji koefisien determinasi 66%, yang menunjukkan bahwa R square dari kualitas produk (X1), harga (X2), dan kemasan (X3) memiliki dampak yang moderat terhadap niat beli (Y). Faktor-faktor (X2) dan (X3) memiliki dampak pada variabel keputusan pembelian (Y), sesuai dengan temuan penelitian.

Kata Kunci: *Kualitas Produk, Harga, Kemasan*

Abstract

Over time, there has been a steady rise in health consciousness, and many individuals have adopted healthier lives. People consume yogurt and other nutritious foods and beverages as a result of their strong desire. Yogurt provides a lot of health advantages. The goal of this study is to ascertain how quality, pricing, and packaging affect consumer purchasing decisions. In this work, a quantitative strategy and focused sampling techniques were employed. Students from Andalas Payakumbu University's Faculty of Economics make up the sample population, which consists of 57 respondents. The reliability test's findings are reasonable. The variable's entirety already satisfies the requirements and is significant in every way. Furthermore, the outcomes of the validity tests, including convergent validity and discriminant validity, met the requirements and were therefore accepted as valid. Additionally, there is an inner model test, known as a 66% determination coefficient test, which indicates that the R square of product quality (X1), price (X2), and packaging (X3) has a moderate impact on the purchase intention (Y). The factors (X2) and (X3) have an impact on the purchasing decision variable (Y), according to the research findings

Keywords: *Product Quality, Price, Packaging*

INTRODUCTION

The need for beverages is a mandatory need that is fulfilled by humans. Along with the growth of this need, people are also competing to create new business opportunities in this field. The demand for beverages now coincides with the population's desire for healthy and refreshing beverages (Prilano & Sudarso, 2020). With the increasing desire of people to have a healthy lifestyle, it certainly affects people's consumption patterns. One product that produces healthy and refreshing drinks is a drink derived from milk-based fermentation that has a high amount of nutritional protein. This fermented product, as we recognize it, is a yogurt product. Yogurt has even higher protein compared to milk. One of the companies that successfully produces yogurt is Cimory, which was first launched in 2020. Cimory yogurt contains protein, calcium, and fiber that are good for health, defense, and immunity. Yogurt cereal can also help nourish digestive disorders and has the benefit of preventing colon cancer, constipation, diarrhea, and lactose intolerance. The quality of Cimory Yogurt is, of course, a very good and guaranteed product, which makes it a driving force for buyers to decide to choose this product.

(Kotler & Armstrong, 2016) define product quality as a product's capacity to carry out its intended function. Durability, dependability, precision, and general product performance are some of these traits. Product quality, in the opinion of Schiffman and Kanuk (2007), refers to a company's capacity to sell or advertise any good in a way that consumers can understand. The quality of this product supports the production of quark from high-quality

raw materials and tastes just as good. Cimory yogurt itself currently has 10 flavors, ranging from original, purple taro, mango sticky rice, cavedish banana, black sticky rice, aloevera, strawberry, blueberry, peach, and honey. However, this does not mean that the premium ingredients will make the product expensive. Cimory Yogurt itself has a very low price and can be reached by the public at large. According to (Kotler & Armstrong, 2016), a product's or service's price is defined as the sum of money paid for it. Price is, in other words, the value you pay to obtain or utilize a good or service.

Price is one of the marketing factors, according to (Fandy, 2016), that generates income or revenue for market companies. This is certainly an added attraction for customers; they get the right price with good quality. In addition, Yogurt Cimory also has unique packaging; Yogurt Cimory Squeeze comes with different and practical packaging. The innovative packaging design allows customers to consume the product directly from the bag without using additional containers (Gain et al., 2017). As a result, even consumers with little time and space can easily consume half-squeezed yoghurt. In order to promote goods, packaging integrates shape, structure, materials, colors, images, typography, design elements, and product information through creative design (Kuspriyono, 2017). Packaging is used to seal, protect, transport, distribute, store, identify, and differentiate products in the market, according to (Prilano & Sudarso, 2020). According to (Buchari, n.d.), the elements that influence customer decisions to buy include financial economics, technology, politics, culture, goods, prices, places, promotions, physical presence, people, and process. The purchase decision has factors that influence it, namely product quality, price, and packaging, according to the justification given. This research will look at how product attributes, including price, packaging, and quality, affect consumer choice.

Product Quality

Durability, dependence on other products or components, exclusivity, convenience, and appearance (color, shape, packaging, and so on) are just a few examples of the uses and functions that make up the quality of a product. Depending on the performance task, they combine strength, reliability, accuracy, ease of maintenance and other properties (Juliana et al., 2021). Quality should be evaluated from the point of view of buyers and their response to quality itself, according to marketers. In this situation, individual preferences are crucial. As a result, the general quality control of the product should be in line with its intended use. The capacity of a product to satisfy the needs and wants of consumers is referred to as product quality. The following are indicators of product quality, as stated (Weenas, 2013):

1. As a measure of the life or durability of an item, durability reflects its economic life.
2. The possibility that an object will fulfill its purpose consistently is referred to as reliability.

3. Product suitability, namely the extent to which the product conforms to the specifications given, Functions related to simplicity and accuracy in offering repair services for goods.

Price

According to Kotler and Armstrong (Kotler & Armstrong, 2016), the price of a good or service is the sum of all values that consumers are willing to pay in exchange for the benefits of that good or service. The cost that consumers must pay to access or purchase an item is referred to as the price. Before making a purchase, consumers factor price into the equation. They compare prices across product categories and assess whether the price is reasonable given the quality of the goods and the amount of money being spent. A customer's evaluation of the reasonableness of a product's price and likelihood of purchase is another definition of product-related price. The most important decision a buyer makes when purchasing a product is the price. One of the elements that influence brand choice in relation to customer purchasing decisions is price (Rizqullah, 2018). One of the factors that affects market demand is the price of a product or service. Consumers strongly consider price before buying a good or service. Customers often repurchase the same item if they are satisfied with the price. According to economic theory, market demand and supply determine the high and low price of a good or service in a competitive market.

Packaging

Packaging has a wide range of models, from simple definitions to broader explanations. According to (Tiya et al., 2019), packaging is a characteristic that is connected to the product but not a component of the actual product itself. From there, explains that packaging refers to the physical attributes of the product container, such as its design, color, label, shape, and material. Other academics argue that packaging can be seen as an item that protects, validates, and even conveys certain messages to convince customers (Agatha, n.d.). According to (Kotler & Armstrong, 2016), "Packing is a general product design activity that affects the design and production of cases or packaging products." According to (Kuspriyono, 2017), "packaging is the process involved in the design and manufacture of a case or container for a product." Therefore, packaging refers to any container used to hold a product and the label that goes with it. Consumers today can distinguish between many products of the same form and quality by looking at the label on the product packaging, which adds value to consumers.

Purchase Intention

Making a purchase decision is a choice made after considering several possibilities or using logic, and it serves a specific function (Hanifawati et al., 2017). (Mustika Sari, 2021) claim that purchase intentions are indicative of high levels of customer confidence. Make sure

that the decision to buy a particular product is a wise one. Product evaluation, purchase, and post-purchase are the three phases of a purchase decision. A buyer seeks information when he or she senses a need caused by internal or external stimuli. The majority of current evaluation process models are cognitive in nature and assume that consumers make informed and logical decisions when purchasing products. The next step is to make a purchase. Purchase intentions and decisions can be influenced by two things, specifically whether or not customers feel they have enough information to make a purchase decision (Rizqullah, 2018). After consumers make a purchase, the behavior that occurs afterwards depends on whether or not they are satisfied with the product. The findings of Yu and Kincade's study from 2000 show that although price and post-purchase satisfaction have an impact on purchase intention at the purchase stage, product image has a positive and significant impact on perceived quality and performance expectations at the evaluation stage. in accordance with product performance and image.

Purchasing decisions, according to (Kotler & Armstrong, 2016), cited by (Mustika Sari, 2021), are a problem-solving process that includes recognizing needs and wants, seeking information, weighing various sources of purchase possibilities, making decisions, and acting after purchase. One of the established aspects of consumer behavior is the process of making purchasing decisions. The attitude towards the results of decisions made by buyers to satisfy their needs and preferences after considering the type of goods, brand, quantity, time, manufacturer, seller, and payment method is known as a purchase decision.

RESEARCH METHODS

This type of research uses quantitative research. Students of the Faculty of Economics and Business Campus II Payakumbuh at Andalas University who have purchased Cimory Squeeze Yogurt products are the population in this study. Purposive sampling is used to collect samples, which means that certain criteria or characteristics are taken into consideration. The Slovin formula gives the following results: a population of 134 people.

$$n = \frac{N}{(1 + N(e)^2)}$$

Description:

n = Number of samples

N = Total population

e = Error tolerance limit

In determining the number of samples, researchers use a predetermined error limit of 10%.

$$n = \frac{N}{(1 + N(e)^2)}$$

$$n = \frac{134}{(1 + 134(0,1)^2)}$$

$$n = 57,2$$

Based on the above calculations, a sample of 57 respondents is needed.

This study uses primary and secondary data. The primary data was obtained from the distribution of survey methods in the form of a questionnaire distributed online via Google form, Faculty Economics and Business Campus II Payakumbuh, University of Andalas 2020 faculty students. For this purpose, additional data were obtained from several relevant specialized journals.

RESULT AND DISCUSSION

Outer Model Test

Reliability Test

Reliability is an assessment of the internal consistency of the indicators of a construct that reveals how green each indication reveals the same latein construct (Weenas, 2013). The degree of stability and variability of results (data) from time to time is the quintessence of reliability. By estimating the composite reliability value, the construct reliability in this study is evaluated. If a variable has a composite reliability value greater than 0.7, it is said to have construct reliability, and a variable with a Crobanch alpha value greater than 0.7 will have good reliability (Ghozali, 2018).

Table 2. Reliability Test

	Cronbach's alpha	Composite reliability (rho_c)	Description
Price (X2)	0,756	0,891	Reliable
Packaging (X3)	0,817	0,891	Reliable
Purchase Intention (Y)	0,858	0,899	Reliable
Product Quality (X1)	0,723	0,828	Reliable

The reliability test using the SmartPLS 4 tool produces the results shown above, and all reliability values show results greater than 0.7, indicating that all variables are acceptable and meet the research criteria. Indicating that the level of reliability of the variables has met the requirements, the Cronbach's alpha value also indicates a value of more than 0.6.

To ensure reliability of data results, data validation is performed using loading factors, AVE, Forner Larcker criterion, and cross-loading. Select Install Status to view the Install Status

results. Then select Discriminant Precision to view cross-loading results and the Farnille-Lacare criterion.

Validity Test

The purpose of validity is to determine the accuracy and reliability of a research tool in carrying out its functions or in producing accurate research results by determining the correlation between each statement and the validity score. Convex validity and discriminant validity were considered as the validity of the research in this study.

Convergent Validity

investigate the correlation between the item and construct scores, convergent validity was used. The more significant the correlation, the more acceptable the data. If the loading factor value of a questionnaire is greater than 0.7, it can be said that the questionnaire has convex validity (Ghozali, 2018).

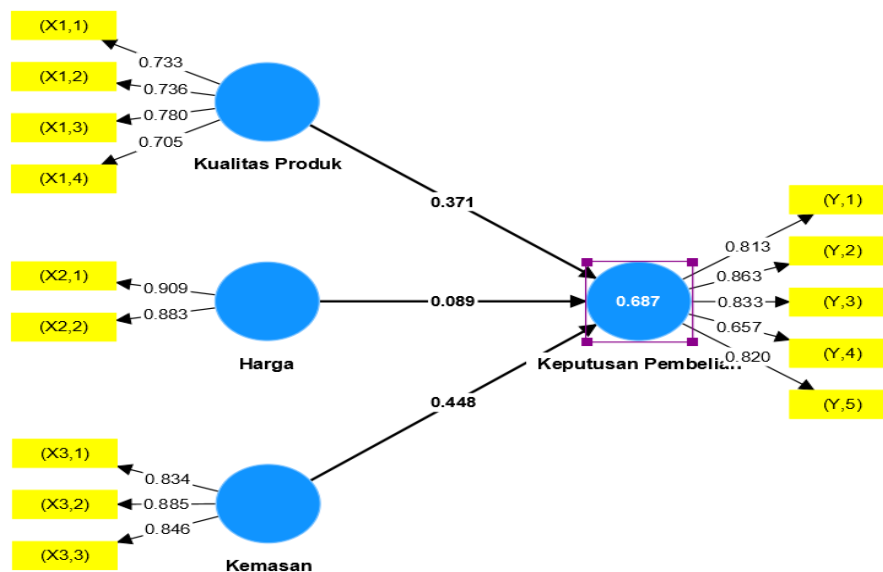


Figure 1. Outer Model

Table 3. Convergent Validity Test

	Price	Packaging	Purchase Intention	Product Quality
(X1,1)				0.732
(X1,2)				0.735
(X1,3)				0.777
(X1,4)				0.709
(X2,1)	0.910			

(X2,2)	0.882			
(X3,1)		0.835		
(X3,2)		0.884		
(X3,3)		0.846		
(Y,1)			0.815	
(Y,2)			0.896	
(Y,3)			0.843	
(Y,5)			0.822	

From the data in the above table, it can be concluded that the value of the index (Y.4) is 0.7 while the estimated load value is greater than 0.7, so the index s 'remove from the model. Therefore, the load factor data meets the convergent validity criteria, since the value > 0.7.

Discriminant Validity

Discriminant validity measures construct reliability by improving block indications. By comparing the AVE value with the relationship between other modal constructs, one can see discriminant validity. If the root AVEi value is greater than 0.5, then discriminant validity has been achieved (Ghozali, 2018).

AVE Value

Table 4. AVE Value

Variable	(AVE)
Price (X2)	0.803
Packaging (X3)	0.732
Purchase Intention (Y)	0.713
Product Quality (X1)	0.546

Based on the table above, the AVE value for the price variable (0.803), Packaging (0.732), Purchase Decision (0.713), and Product Quality (0.546) has a value of more than 0.5. so it can be concluded that the analysis mode by average variance extracted (AVE) can be declared reliable.

Fornell Larcker Criterion

Table 5. Fornell Larcker Criterion

	Price	Packaging	Purchase Intention	Product Quality
Price	0.896			
Packaging	0.766	0.855		
Purchase Intention	0.663	0.779	0.844	
Product Quality	0.613	0.724	0.746	0.739

From the table above, price has a value of 0.896, packaging has a value of 0.855, purchase decision has a value of 0.844, and product quality has a value of 0.739.

The Latin constructs examined have a baseline value compared to other Latin constructs, indicating that the discriminant validity is correct, since each Latin construct accurately represents each indicator. From the results in the table above it can be seen that each construct meets the criteria for discriminant validity.

Cross Loading

Table 6. Cross Loading

	Price	Packaging	Purchase Intention	Product Quality
(X1,1)	0.351	0.463	0.532	0.732
(X1,2)	0.310	0.466	0.569	0.735
(X1,3)	0.516	0.634	0.501	0.777
(X1,4)	0.624	0.578	0.590	0.709
(X2,1)	0.910	0.683	0.630	0.530
(X2,2)	0.882	0.692	0.555	0.573
(X3,1)	0.661	0.835	0.635	0.652
(X3,2)	0.632	0.884	0.637	0.665
(X3,3)	0.668	0.846	0.718	0.549
(Y,1)	0.694	0.730	0.815	0.630
(Y,2)	0.531	0.633	0.896	0.662
(Y,3)	0.487	0.574	0.843	0.595

(Y,5)	0.507	0.676	0.822	0.627
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From the table above, the Product Quality variable has 4 indicators with the highest values of 0.732, 0.735, 0.777, and 0.709. The Price variable has two indicators with the highest values of 0.910 and 0.882. The Packaging variable has three indicators with the highest values of 0.385, 0.884, and 0.846. And the purchase intention variable presents four indicators of the highest value, namely 0.815, 0.896, 0.843 and 0.882.

Based on the cross-loading data shown above, the cross loading value of each indicator is greater than the cross-loading value of other latent variables and more than 0.7. Since some of the latent variables have substantial loadings in relation to other constructs, this indicates that each latent variable has acceptable discriminant validity.

Inner Model

Coefficient of Determination (R²)

This data processing uses Smart PLS software, and the R Square value is obtained as follows:

Table 7. Coefficient of Determination

	R-square	R-square adjusted
Purchase Intention	0.681	0.663

Parcial Test (t test)

This study was performed in SEM mode using PLS to determine the effect of index variables on index variables. After loading with the Smart PLS software, the following results were obtained.

Table 8. Bootstrapping Result

	Original sample	Sample mean	Standard deviation	T statistics	P values
Price -> Purchase Intention	0.110	0.090	0.149	0.737	0.230
Packaging -> Purchase Intention	0.426	0.425	0.157	2.708	0.003
Product Quality -> Purchase Intention	0.370	0.399	0.121	3.054	0.001

According to the T-table value with a confidence level of 90%, the t value for this degree is 1.298. Then the hypothesis testing for each relationship between the variables is obtained as follows:

- a. Hypothesis Testing of Product Quality Variables (X1) on Purchasing Decision Variables (Y)
Based on the table, the t-statistic for the product quality variable (X1) for the purchase intention variables can be found in Table 3.054 > T(1.298). We conclude that H1 is acceptable because the price is higher than in table T and the quality of the product variable (X1) influences the purchase decision variable, the sign of which is important.
- b. Hypothesis Testing of Price Variables (X2) on Purchasing Decision Variables (Y)
Based on table, t statistic for price variable (Ks2) and value of purchase decision variable is 0.737 < t table (1.298) Therefore, it is assumed that H2 is rejected to reject product quality variable (Ks1). Its attributes have no significant effect on the purchase intention variable.
- c. Hypothesis Testing of Packaging Variables (X3) on Purchasing Decision Variables (Y)
According to the results in the table, the T statistic for the packaging variable (X3) among the purchasing decision variables is obtained at the level of 2.708 > T table (1.298). So, in conclusion, H3 is greater than table T, the packing variable (X3) is new to the purchase decision variable, and its sign is important, so it is accepted.

Supplementary Analysis of SEM PLS

F Square

According to (Ghozali, 2018), this F-squared analysis is used to find out the range of variable differences in effect size and to assess whether there is a significant relationship between variables. So below, the F-square value has been obtained from the results of data processing in Smart PLS as follows:

Table 9. F Test

	X1	X2	X3	Y
X1				0.201
X2				0.015
X3				0.177
Y				

Based on the Table 9, the F-Square score of the product quality variable (X1) is obtained with a value of 0.201 and has a weak influence on purchase intention (Y) between 0.02 and 0.15. Since the squared value is 0.015 < 0.15, there is no effect on purchase intention (y). And

the variable packaging (X3), 0.177 points has less effect on purchase intention (Y) as it is 0.02 to 0.15.

CONCLUSION

Based on the results and discussion, it can be concluded that Fluctuation in product quality (X1) has a positive impact on purchase intention (Y). The components that make up product quality are important. There is no correlation between the Price variable (X2) and the Purchasing Decision variable, indicating that there is no significant interaction between the Price and Purchase Intention variables. There is a significant relationship between the packaging variable (X3) and purchase intention (Y). This shows that packaging has an impact on consumer choice.

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