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## THE INFLUENCES ANALYSIS OF PACKAGING, PRICE AND LOCATION ON CONSUMER PURCHASE INTENTION (Study on The Yum Yum Taste Cake Shop, Manado)

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**Abstract:** In the current digitalization era, there have been many changes and developments in the business world, especially in micro, small and medium enterprises (MSMEs). Yum Yum Taste is a cake shop that sells various types of cakes, from dry cakes to wet cakes. The aim of this research is to find out whether there is a relationship between packaging, price and sales location on consumer buying interest at Yum Yum Taste Manado. Type This research is associative/quantitative research. The data collection technique in this research uses a questionnaire or questionnaire. This research uses multiple linear regression analysis with the SPSS Version 22.0 program. To obtain good estimates and interpretations from this research, the sample studied was set at 100 respondents. The results of the research show that the variables of packaging, price and sales location together (simultaneously) have a significant effect on consumers' buying interest in Yum Yum Taste Manado. Meanwhile, individually (partially) the variables price, packaging and location influence consumers' buying interest in Yum Yum Taste Manado.

**Key words:** Packaging, Price, Sales Location, Consumer Buying Interest

### INTRODUCTION

#### Background

In the current digitalization era, there have been many changes and developments in the business world, especially in micro, small and medium enterprises (MSMEs). Micro, small and

medium enterprises are one of the businesses in Indonesia that are capable of having a significant impact on the Indonesian economy, based on data from the Ministry of Cooperatives and Small and Medium Enterprises, in 2021 the number of MSMEs in Indonesia reached 64.2 million with a contribution to gross domestic product ( GDP) of 61.07% or IDR 8,573.89 trillion. The growth of MSMEs is an economic potential that must receive attention from the government because the rapid growth of MSMEs can encourage the rate of economic growth in Indonesia. The development of the culinary industry, especially bakeries in the city of Manado, is currently very fast and tends to increase every year, this can be seen from the increasing number of brands emerging. -a new brand from the bakery industry in Manado City. Along with changes in people's lifestyles, companies are required to have the ability to compete.

Nowadays, more and more producers are involved in meeting consumer needs, which means that every company must be careful and precise in setting product prices. Pricing should be adjusted to the specified target market, inappropriate pricing can affect company sales. Seeing the phenomenon that is occurring in society today where more and more people are finally deciding to become business actors by peddling products that they can sell to the public, then more and more MSMEs are present and emerging in society, on the one hand this is a positive thing that should be We are proud because these MSME actors are opening up new job opportunities for people who do not yet have jobs and indirectly participating with the government in reducing the existing unemployment rate. However, on the other hand, due to the large number of new MSMEs emerging, this has led to high competition among these business actors, this of course makes MSME players have to try harder in selling their products by innovating to follow existing market demand. There are also not many MSME players who ultimately prefer and are oriented towards the number of sales while ignoring the quality of the products they sell. The use of inappropriate packaging, as well as business locations that are difficult to reach and several other internal factors that MSMEs do not think about, this certainly has a negative influence on consumers who ultimately decide not to buy the product due to the considerations as explained above.

Yum Yum Taste is a cake shop that sells various types of cakes, from dry cakes to wet cakes. Located on Jalan Teluk Bayur Kleak, this shop started operating in 2019, initially starting with a contemporary drink menu with various variants. Then entering 2020 due to the Covid-19 pandemic that attacked Indonesia, Yum Yum Taste had to temporarily stop operating. Then, to try to recover from the pandemic conditions, Yum Yum Taste innovated by starting to sell contemporary products at that time, namely brownies and dessert cakes which were of interest to consumers and because they wanted to follow existing market demand, Yum Yum Taste started to innovate in wet cake products. The products sold by Yum Yum Taste can be accepted by the market and after going through several processes, these products have finally reached a wider market in Manado, this can be seen from Yum Yum Taste's Instagram followers which already have more than 8000 followers, this number is classified as much for actors compared to other MSMEs.

The problem is related to the variables studied, namely packaging, price and sales location. Yum Yum Taste itself has problems with the packaging, namely that it does not have halal certification, BPOM and there is still a lack of information on the packaging such as product composition. Meanwhile, in 2024 according to regulations and the Ministry of Industry based on SK number **Number: HM.01.52.522.03.22.73** states that every industrial sector is required to have a halal certificate. Also related to the factor studied, namely price, the price offered by Yum Yum Taste itself is still relatively medium in the market, moreover they very rarely provide discounts or discounts on the products offered. Another problem in this research is the sales location, the Yum

Yum Taste sales location itself is still inadequate because they still use home kitchens, they also don't have a large parking area so it is difficult for customers to go directly to buy on the spot. Therefore, many customers prefer to order online.

Based on the above phenomenon, the author is interested in researching "Analysis of the Influence of Packaging, Price and Sales Location on Consumer Purchase Interest (Study at the Yum Yum Taste Manado Cake Shop).

#### **Research purposes**

This research has the following objectives:

1. To analyze and determine the simultaneous influence of packaging, price and sales location on consumer buying interest at the Yum Yum Taste Manado Cake Shop.
2. To analyze and determine the influence of packaging on consumer buying interest at the Yum Yum Taste Manado Cake Shop.
3. To analyze and determine the effect of price on consumer buying interest at the Yum Yum Taste Manado Cake Shop.
4. To analyze and determine the influence of sales location on consumer buying interest at the Yum Yum Taste Manado Cake Shop.

## **LITERATURE REVIEWS**

### **Consumer behavior**

Handoko (2019) believes that consumer behavior is the activity of individuals who are directly involved in obtaining and using goods and services, including the decision-making process and preparation for determining these activities.

### **Purchase Interest**

Consumer buying interest is the behavior of consumers who have a desire to want a product being offered (Prasetio, 2021).

### **Packaging**

Packaging is an effort made by a company to provide information to each consumer about what products are inside (Apriyanti, 2018).

### **Price**

According to Kotler & Armstrong (2018) price is the amount charged for a product or service, or the amount of benefits.

### **Previous Research**

1. Kasih, et.al. (2023). The Influence of Packaging, Price and Product Quality on Mixue Consumer Buying Interest (Study on STIE Widya Wiwaha Yogyakarta Students) in the research aims to test whether packaging, price and product quality have an effect on mixue consumer buying interest. The sample for this research was 40 people. The sampling technique uses purposive sampling technique. The data analysis technique uses multiple linear regression using the SPSS program. The research results show the following: First, packaging does not have a positive and significant effect on Mixue consumers' buying interest. second, price does not have a positive and significant effect on Mixue consumers' buying interest. Third, product quality has a

positive and significant influence on Mixue consumers' buying interest. Fifth, packaging, price and product quality simultaneously have a significant effect on Mixue consumers' buying interest. The implication of this research is that if the packaging, price and quality of the product are good, it will increase consumer buying interest.

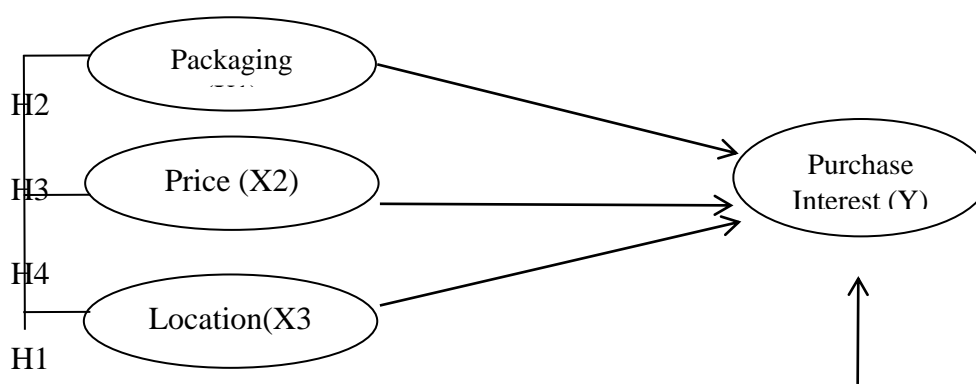
2. Besila (2021). The Influence of Product Packaging on the Purchase Interest of Love Nature Oriflame Users in Bandar Lampung. This research aims to determine the effect of product packaging on product purchasing interest. The research method used in this research is a quantitative method. This study used a questionnaire with a Likert scale. The population in this study were people from the city of Bandar Lampung who used the Oriflame series Love Nature body care products. The sample in this study was 100 respondents. Data analysis in this study used simple linear regression analysis. The results of this research show that the independent variable or product packaging has a significant positive effect on the dependent variable or consumer buying interest. So the first hypothesis in this study is supported.

3. Ramadhina (2022). The Influence of Packaging Design, Product Variations and Product Quality on Consumer Purchase Interest. This research aims to determine the influence of packaging design, product variety and product quality on consumer buying interest in Bluder Cokro products. between variables through hypothesis testing. This research used a sample of 120 respondents who were at least 18 years old and were interested in Bluder Cokro products and lived in East Java. The sampling technique uses non-probability sampling with a purposive sampling method. This research data collection method uses a questionnaire measured using a Likert scale. The instrument test in this research used validity and reliability tests. Hypothesis testing in this research uses the t test. Data analysis was carried out using SPSS 21. The results of this research show that packaging design, product variety and product quality have a significant effect on Purchase Interest simultaneously and partially. Product variations have the most dominant influence because they have the largest beta and t coefficient values. Bluder Cokro has succeeded in making potential consumers choose Bluder Cokro compared to other brands.

## Research Model and Hypothesis

### Research Model

There should be a little explanation regarding the research model.



**Figure 1. Research Model**

Source: 2023 Processed Data Results

### Hypothesis

According to (Sugiyono, 2016), a hypothesis is a temporary answer to a research problem formulation, where the research problem formulation has been stated in the form of a question sentence. It is said to be temporary because the answer given is only based on theory and does not

use facts. Based on the results of previous research and the rationalization of the relationship between variables in this research, a hypothesis is created in study. This is as follows:

H1: Suspected Packaging, price and sales location simultaneously influence consumer purchasing interest in Yum Yum Taste Manado.

H2: Suspected Packaging partially influences Consumer Buying Interest in Yum Yum Taste Manado.

H3: Suspected Price partially influences consumer purchasing interest in Yum Yum Taste Manado.

H4: Suspected Sales Location partially influences Consumer Buying Interest in Yum Yum Taste Manado.

## **RESEARCH METHODS**

In connection with the title stated, looking at the influence will of course see the relationship between the independent variable and one dependent variable. So approach. This research is associative/quantitative research. With this research, a theory will be built that can function to explain, predict and control a phenomenon.

### **Location and Place of Research**

The location used as the research location was the Yum Yum Taste Manado cake shop. The research objects taken were Yum Yum Taste social media followers and online and offline buyers, the majority of whom were students.

### **Method of collecting data**

1. The type of data in this research is primary data. Primary data is data obtained by researchers from original sources. In this case, the data collection process needs to be carried out by paying attention to the main sources used as research objects, thus collecting primary data is an integral part of the economic research process used to make decisions (Harahap, 2020). Primary data is data obtained directly from the field through data from the results of questionnaires/questionnaires which are distributed directly to Yum Yum Taste customers.

2. According to Sugiyono (2018), data collection techniques can be carried out using interviews, questionnaires, observations and a combination of the three.

### **Research Population and Sample**

The first step in collecting data for research is determining the population. According to Sugiyono (2016) Population is an area of certain characteristic qualities determined by researchers to be studied and conclusions drawn.

Considering that the variable of this research is consumer buying interest, the population of this research is Yum Yum Taste consumers based on the number of followers on the Yum Yum Taste Instagram account, which is 8,000 followers.

Furthermore, to determine the sample for this research, according to Sugiyono (2016:80) the sample is part of the number and characteristics of the population. Determining the number of samples uses the Slovin formula as follows:

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

$$1 + N (e)^2$$

Information :

n : sample size

N : population size

e : allowance for inaccuracy or degree of tolerance, e=0.1

So to find out the research sample, use the following calculations

Is known:

$$N = 8,000$$

So,

$$8000$$

$$n = \frac{8000}{1 + 8000 (0.1)^2}$$

$$1 + 8000 (0.1)^2$$

$$8000$$

$$n = \frac{8000}{1 + 8000 (0.1)^2}$$

$$1 + 8000 (0.1)^2$$

$$8000$$

$$n = \frac{8000}{1 + 8000 (0.01)^2}$$

$$1 + 8000 (0.01)^2$$

$$8000$$

$$n = \frac{8000}{1 + 80}$$

$$1 + 80$$

$$8000$$

$$n = \frac{8000}{81}$$

$$81$$

$$n = 98.76543$$

$$n = (\text{rounded to } 100)$$

### Data analysis

The data analysis method was carried out using multiple linear regression and simple linear regression to determine the direct influence between independent variables and dependent variables, while the influence between independent and dependent variables indirectly through intervening variables was seen using the Sobel test. According to Ghazali (2016:13) testing indirect effects or mediation effects can be done using the Sobel test. The data analysis process to determine the position and relationship between variables was carried out using IBM SPSS 22.

## RESEARCH RESULTS AND DISCUSSION

### Research result

#### Table 1. Validity Test Results of Indicators/Question Items

Variables & Statement Items	R value Calculate	Sig Value (2-tailed)	Table r value (5%/N=200)	Information
<b>Packing (x1):</b>				
Packaging Material (x1.1)	0.690	0.00	0.195	Valid
Packaging Design (x1.2)	0.732	0.00	0.195	Valid
Packaging Form (x1.3)	0.748	0.00	0.195	Valid
Packaging Model (x1.4)	0.713	0.00	0.195	Valid
<b>Price (x2):</b>				
Price Affordability (x2.1)	0.689	0.00	0.195	Valid
Price Match with Product Quality (x2.2)	0.618	0.00	0.195	Valid
Price Match with Benefits (x2.3)	0.698	0.00	0.195	Valid
Price Competitiveness (x2.4)	0.714	0.00	0.195	Valid
<b>Sales Locations (x3)</b>				
Availability of parking space (x3.1)	0.741	0.00	0.195	Valid
Has a fairly large space (x3.2)	0.592	0.00	0.195	Valid
The shop location is traversed by many means of transportation (x3.3)	0.677	0.00	0.195	Valid
Strategic Location (x3.4)	0.678	0.00	0.195	Valid
<b>Consumer Purchase Interest (Y):</b>				
Transactional Interest (Y1)	0.690	0.00	0.195	Valid
Referential Interest (Y2)	0.732	0.00	0.195	Valid
Preferential Interest (Y3)	0.757	0.00	0.195	Valid
Explorative Interest (Y4)	0.703	0.00	0.195	Valid

Source: Research result, 2023

The validity test results table explains that all indicators or statement items in this research were declared valid or legitimate. This is because all the rcalculated values are above or greater than the rtable value of 0.195 and the 2-tailed sig value is below or less than 0.05 (5%).

**Table 2. Multiple Linear Regression Test Results**

		Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.154	2.212		.522	.603		
	Kemasan	.219	.082	.219	2.660	.009	.945	1.058
	Harga	.464	.103	.407	4.492	.000	.777	1.287
	Lokasi Penjualan	.240	.104	.208	2.310	.023	.791	1.265

a. Dependent Variable: Minat Beli

Source: Research result, 2023

From this table, the regression equation line obtained is:

$$Y = 1.154 + 0.219 X1 + 0.464 X2 + 0.240 X3$$

The results of this multiple linear regression equation explain that:

1. All independent variables (X) have a positive influence so they have an influence that can increase the dependent variable (Y)
2. If packaging performance is improved, it can increase Yum consumers' buying interest Yum Taste Manado
3. If price performance is improved, it can increase consumers' buying interest in Yum-Yum Taste Manado
4. If the performance of the sales location is improved, it can increase interest in purchasing Yum-Yum Taste Manado

**Table 3. Multiple Linear Correlation Test Results and Determination Coefficient**

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.622 <sup>a</sup>	.387	.368	1.251

a. Predictors: (Constant), Lokasi Penjualan, Kemasan, Harga

b. Dependent Variable: Minat Beli

Source: Research result, 2023

From the SPSS test results table above, it can be explained that:

1. Multiple Linear Correlation (R), the R value is 0.622 or 62.2% which explains that the relationship between the independent variables, namely Packaging (X1), Price (X2), and Sales Location (X3), is 62.2 percent which is classified as a "Moderate Relationship" or classified as a fairly good relationship.
2. Coefficient of Determination (R<sup>2</sup>), the R Square value is 0.387 or 38.7% which explains that the contribution or proportion of the independent variables, namely Packaging (X1), Price (X2), and Sales Location (X3) to the dependent variable Consumer Purchase Interest is as much as 38.7 percent. This means that there are still 61.3 percent of other variables that can contribute to the purchasing interest variable of Yum-Yum Taste Manado consumers but are not researched or become variables in this research.

## **Discussion**

### **1. The Influence of Packaging, Price, and Sales Location on Consumer Purchase Interest**

The results of the F test or simultaneous test of the research hypothesis found that packaging, price and sales location influence consumers' buying interest in Yum Yum Taste Manado. Likewise, the results of the Multiple Linear Regression test found that the regression equation line showed a significant positive influence of these three independent variables on consumer buying interest.



The results of this research explain that Yum Yum Taste Manado's packaging performance, price and sales location, according to consumers, are able to increase consumers' buying interest. The findings from this research ultimately provide an illustration that consumer buying interest will arise and even increase significantly if the performance of the Yum Yum Taste Manado store's packaging, price and location are simultaneously improved. The results of this research are in line with research from Muhammad Rifan (2020) found that packaging, price and sales location had a positive and significant effect on consumer buying interest. Case Study of the Muria Farm Hydroponic Garden, Besito Village, Gebog District, Kudus Regency.

## **2. The Influence of Packaging on Consumer Purchase Interest**

Based on the results of partial hypothesis testing, it was found that packaging significantly influences consumer buying interest. The results of the multiple regression test also found that packaging had a positive effect on consumer purchasing interest in Yum-Yum Taste Manado.

The results of this research explain that the packaging of Yum-Yum Taste products can influence consumers' purchase requests. Indeed, if seen directly, the packaging from Yum-Yum Taste is classified as having premium packaging raw materials. The packaging materials for paper boxes and plastic packaging are of good quality, not inferior to packaging for similar bakery products or those that are considered more expensive. Yum-Yum Taste's packaging also has an attractive and contemporary design. The logo image design attached to the packaging with attractive colors is able to attract the attention and interest of consumers to buy Yum-Yum Taste. The results of this research are in line with research from Atirah Ridwan (2023) found that packaging had a positive and significant effect on buying interest in Makassar city SME products.

## **3. The Influence of Price on Consumer Purchase Interest**

Testing the hypothesis of variable Thus it can be explained that the price of Yum-Yum Taste can influence consumer buying interest.

The results of this research explain that the prices of Yum-Yum Taste Manado are affordable or relatively cheap for consumers. The price of Yum-Yum Taste is also in accordance with the quality of the ingredients and taste. The benefits after consuming Yum-Yum Taste products are also felt well by consumers because they are able to generate buying interest from these consumers. When compared with other brands in the same category or even above Yum-Yum Taste, this contemporary bakery which is owned and managed by a creative young person based on MSMEs can be said to be able to compete with other bakery products that have already existed. The results of this research are in line with research from Abidin, et al (2019) price has a positive and significant effect on purchasing decisions for Pucuk Harum Tea Products in the East Surabaya Region.

## **4. The Influence of Sales Location on Consumer Purchase Interest**

The results of the last research as a formulation of the problem of this research are for analyze and determine the influence of sales location on consumer buying interest at the Yum Yum Taste Manado Cake Shop. the results of hypothesis testing H4 found that Sales location influences consumer buying interest in Yum-Yum Taste Manado. The results of the multiple regression test also found that sales location has a positive effect on consumer buying interest so that sales location can increase Yum-Yum Taste Manado consumer buying interest.

The results of this research are in line with the results of research from Izzuddin, et al(2022) found that sales location has a positive and significant effect on interest Against Consumer Buying Interest BumDes Ajong Rejo. The results of this latest research provide an illustration that even though this MSME is still relatively young, it is considered that the shop is in a strategic location, the shop can be reached by various means of transportation, the parking space available is sufficient, and the size of the shop is quite comfortable for consumers. The Yum Yum Taste Manado shop is located on the owner's family business land which is located on Jalan Teluk Bayur Kleak. The location of this shop is considered strategic because it is close to the largest university in North Sulawesi. Apart from that, it is also located in an area that is classified as busy and densely populated. If you look at the composition of the respondents, most consumers are young or the most dominant are students. This is what causes sales location to influence consumers' buying interest in Yum Yum Taste.

## **CLOSING**

### **Conclusion**

1. Simultaneously, perceptions of packaging, price and sales location have a positive and significant effect on purchasing decisions for Yum Yum Taste Manado products.
2. Packaging has a significant positive effect on purchasing decisions for Yum Yum Taste Manado products.
3. Price has a significant positive effect on purchasing decisions for Yum Yum Taste Manado products.
4. Sales location has a significant positive effect on purchasing decisions for Yum Yum Taste Manado products.

### **Suggestion**

1. For sellers of Yum Yum Taste products, in order to maintain and even improve the taste of existing products, maintain attractive packaging, the right price, and strategic sales locations.
2. It is hoped that this research will be able to provide marketers with an understanding of the influence of packaging, price and sales location on consumer buying interest. Through this understanding, marketers can determine strategies to increase consumer demand for bakery products.
3. Researchers suggest that for further research it would be better to increase the number of samples and other variables that support or strengthen the analysis of consumer attitudes towards decision making.

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