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THE EFFECT OF PACKAGING QUALITY AND PROMOTION ON BUYING INTEREST IN CISADANE STICKY RICE MSMEs

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Abstract

Purpose: This study aims to analyze the influence of packaging quality and promotion on the purchase interest of Cisadane Sticky Rice Sponge Cake Micro Small and Medium Enterprise-MSMEs.

Research Methodology: This study used quantitative research methods, by taking samples from the entire population and using a questionnaire as the main data collection tool. The population used is all 110 people interested in buying MSMEs.

Results: The results show that the variables Packaging Quality (X1) and Promotion (X2) have a significant influence on the variable (Y) Purchase Interest.

Limitations: The study is limited to the Cisadane Sticky Rice Sponge Cake MSMEs located in Karawang, Indonesia.

Contribution: This study can be useful for MSME owners in the food and beverage industry to improve their packaging quality and promotion strategies to increase customer purchase interest.

Keywords: *Packaging Quality, Promotion, Purchase Interest, MSMEs*



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1. INTRODUCTION

MSMEs are businesses that include small businesses, medium businesses and above businesses as their main classifications. MSMEs in Karawang are in charge of overseeing the strengthening of MSMEs, including by holding a marketplace to help market MSME products so that they are better known by the wider community, especially the Karawang Regime. In addition, the Cooperative and MSME Division has also collaborated with MSME community groups and MSME partners with various directions to then form a place to sell. online purchases to make it easier for MSMEs to advertise their goods. Current technological advances are widely utilized by Cooperatives and MSMEs in helping MSMEs in marketing. In today's modern era, electronic commerce (e-commerce) has become a trend among the community, so that the Karawang Regime Cooperative and MSME Government considers this as a potential opportunity to help MSMEs in marketing their products. However, of course, not all MSMEs are mechanically

proficient, so web-based advertising cannot solve all marketing problems. MSMES Kue Bolu Ketan Cisadane is a home-based food and beverage industry located in Karawang that focuses on the production of various types of cakes. The famous cake is dark-colored lontong, because when heated, it smells fragrant, tastes savory and has a smooth surface, making this cake very well-known to the wider community. Many variations of wipe cakes are sold, for example banana wipe cake, blackforest wipe cake, tape wipe cake, and many more. This business is designed by utilizing quality ingredients and an unusual taste in wipe cake products presented by other shops.

MSMES black sticky rice cake cisadane has been operating since 1999 and is now old. The price of products in this MSMES varies depending on the size and flavor variants, starting from IDR 35,000 to above IDR 100,000. The size of the product is adjusted to the needs. such as for birthday events, family events, souvenirs typical of Karawang, for snacks at home, and for small pieces usually for buffets.

Most items must be bundled and named. In the realm of advertisers, bundling is called P3, namely Product, Place, and Promotion. However, in general in the exhibition scene, grouping and labeling are part of the product process. Guarantees and certifications can be an important part of the product procedure, often appearing in bundling.

Interest in buying products on cisadane item sticky rice cake has a problem where only the black sticky rice cake product is sold. Of the various cake menus, most customers are only interested in the black sticky rice sponge cake. Because only the sticky rice sponge cake product has its own taste. However, the problem of the quality of the Cisadane black sticky rice sponge cake packaging is less attractive, and does not guarantee the safety of the cake. Because the packaging only uses a box that has the potential to bend easily which can damage the cake, and also the product packaging is less attractive which only uses a box which has the potential to reduce interest in buying the product being sold. Since the business started running, the workforce has begun to be organized and clients have begun to appear, so at that time one of the things that should be considered in what is in the store is to focus on the shape, appearance and appeal of the item bundling. Good and attractive product bundling is a special attraction for buyers. Because bundling will be the buyer's initial feeling when they first see the item. Product bundling can also be used to compete with other similar products. The better the bundling, the more down-to-earth the appeal (Elly Lay & Indri Astuti, 2022).

In the promotion of Cisadane Sticky Rice Cake, it is relatively less active, because the MSMES only relies on customers who already know, even though if you run a good and correct promotion, it will increase the buying interest of customers who do not know the MSMES. So it is necessary to increase promotion in increasing sales of black sticky rice cake, because from the various marketing strategies available, promotional tools, companies can increase customer awareness and interest in the products offered (Marlius & Jovanka, 2023).

The purpose of this analysis is to find out and understand how the influence of the quality of packaging and promotions on the Cisadane Sticky Rice Cake MSMES so that it gets buying interest from customers. Based on the background of the problem above, the formulation of the problem in this analysis is: 1. How is the quality of the packaging on the Cisadane Sticky Rice Cake MSMES?. 2. How is the promotion of the Cisadane Sticky Rice Cake MSMES?. 3. How is the buying interest in the Cisadane Sticky Rice Cake MSMES? 4. Is there any influence of packaging quality on purchasing interest in Cisadane sticky rice sponge cake?. 5. Is there any influence of promotion on purchasing interest in Cisadane sticky rice sponge cake?. 6. Is there any influence of packaging quality and promotion on purchasing interest in Cisadane sticky rice sponge cake?

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Literature Review

Marketing Management

Promoting the board Promoting the board is very important because in a business the executives focus on displaying training for the workforce and the organization's products.

With a good exhibition board, a business can benefit regardless of whether it competes. According to Kotler and Armstrong in Priansa (2017: 4) "Showing executives is an act of offering a number of benefits to buyers and building comfortable relationships with buyers so as to help the organization."

Advertising executives means including a board that has been arranged to benefit from trade interactions with buyers. Promotion boards apply information in the regulatory system to the implementation of advertising (January, 2024).

Packaging Quality

Packaging is one of the components of the product methodology used to attract buyers to buy goods. Small business people usually try to ignore the process of packaging their products with the aim that the products they sell need to be offered. Here, packaging enhancements are used to help unite the strengths of business visionaries to build agreements on the products they produce. Improvements in this assistance interaction also include providing signs and data about the product to buyers. Affiliate business visionaries have managed to sell their products at slightly higher prices because of better packaging.

In addition, packaging assessments must also be carried out for additional improvements so that packaging is found that truly suits the buyer's goals. For small and small business visionaries, packaging is still something that tends to be ignored, so it is highly expected for some small and small companies not to be able to develop at a level of trust even though they can produce quite good products.

Therefore, introducing small and small business people to the importance of packaging in developing their business further is very important. This action is expected to help collaborate with business visionaries who produce snacks to carry out the bundling process that can build the appeal and appeal of the products made (Murti, G., M., 2022).

Promotion

As expressed by Tjiptono (2015, p. 387), is part of a promotional tool that focuses on efforts to enlighten, convince and help customers remember the company's image and products. Limited time not only acts as a special tool between the organization and customers, but also as a driver to influence buyers to buy or use services according to their desires and needs.

Based on this description, it can be concluded that promotion in a business is very important to increase sales, by marketing products using this strategy to attract customers to buy the products offered (Evan Saktiendi et al., 2022).

Purchase Interest

Purchase interest is a buyer's interest in an item by looking for data to add the item (Schiffman and Kanuk, 2004). The interests of prospective buyers often conflict with their financial condition. Buyer buying interest is a secret desire within the buyer. Customer buying interest is hidden in everyone, because no one can know what the customer wants and anticipates (Fasha et al., 2022).

Purchase interest is generated based on experience and instructive perspectives that describe intelligence. This purchase interest becomes an urge that is always buried in its spirit so that it manifests and occurs a very interesting urge in the end, If the buyer wants to fulfill his needs, he will admit what is in his mind. Purchase expectations are how clients buy a brand or how likely the buyer will change from one brand to the next. Buyers who have a positive view of the item will show interest in buying the item (Hermawan, 2023). This clarification can be interpreted as a purchase interest that occurs since the buyer makes a purchase by searching for item data. Buyers have an interest in an item or administration but it is not certain that the buyer will buy the item or administration (Fasha et al., 2022).

2.2. Hypothesis Development

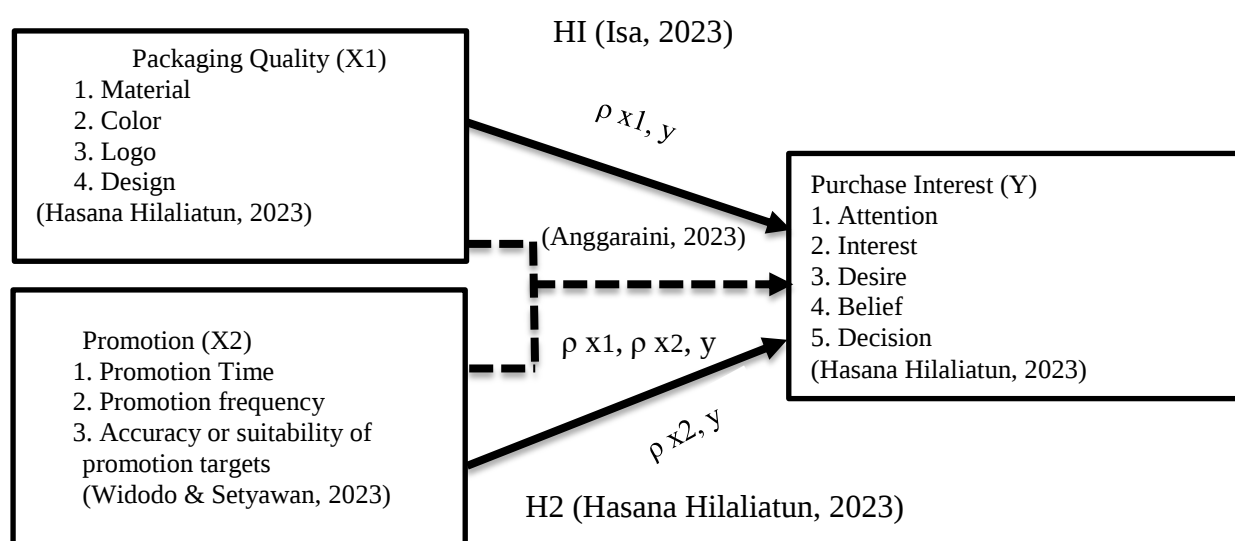


Figure 1. Thinking Framework

Research Hypothesis

The Analysis Hypothesis is as follows:

Hypothesis 1: There is an influence of packaging quality on purchasing interest.

Hypothesis 2: There is an influence of promotion on purchasing interest.

Hypothesis 3: There is an influence of packaging quality and promotion on purchasing interest.

3. RESEARCH METHODOLOGY

This examination is compiled using quantitative exploration techniques, where quantitative strategies are used to understand the effects of independent factors on dependent parameters. Meanwhile, graphical methodology is used to understand the peculiarities that occur in the analysis. The information in this examination utilizes important information by distributing questionnaires directly to buyers of Cisadane Sticky Rice Sponge Cake.

The sample used for this analysis is people who are interested in buying Cisadane Sticky Rice Sponge Cake in the West Karawang District area, so the number is not known for certain or unknown population. Looking at the sample, the number of people interested in buying Cisadane Sticky Rice Sponge Cake is not known for certain, so to determine the sample, the researcher conducted direct interviews with the owners of the MSMES, from the results of the interview, the owners of the MSMES stated that those who had been interested in buying at least 4 times in 1 year were 150 people

The technique used to draw samples is non-probability sampling, with a purposive sampling method that selects respondents based on the following criteria:

1. Respondents consist of individuals who are both male and female.
2. Their age range is between 17 and 50 years.
3. They show interest in purchasing Cisadane sticky rice cake products
4. Their place of residence is in the Karawang area, especially in the Adiarsa sub-district

To determine the number of samples, the Slovin formula is used based on the population. In this case, there are 150 customers who have purchased Cisadane sticky rice cake products. The Slovin formula helps determine a sufficient sample size to ensure accurate values from the entire customer population. By using this approach, we can ensure that the selected sample can effectively reflect overall customer preferences and behavior.

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

n = Number of respondents

N = Population size

E = Allowance of percentage of accuracy of sampling error that is still tolerable, e = 0.1

Value of e = 0.1 (10%) of large population

Value of e = 0.2 (20%) of small population

$$n = \frac{150}{1 + 150 (0,05)^2}$$

$$n = \frac{150}{1 + 150 (0,0025)^2}$$

$$n = \frac{150}{1 + 0,375}$$

$$n = \frac{150}{1,375}$$

$$n = 109,09$$

Thus, the researcher obtained 109 respondents, then rounded up to 110 respondents to facilitate analysis.

Primary data was obtained directly through information from observations, and secondary data in this analysis were books on Marketing Management, Analysis Methods, Marketing Strategy, Customer Behavior, Customer Communication.

This data collection technique uses a questionnaire (questionnaire) Sugiyono (2013:142) defines as follows the data acquisition technique used through a series of questions and answers by respondents. The questions asked in the questionnaire are made based on indicators that have been determined by the researcher. Observation Sugiyono (2013:145), as a data collection technique with specific elements when distinguished from other techniques, namely interviews and questionnaires (Chusna et al., 2023).

The information investigation method uses descriptive analysis with the help of SPSS. This analysis uses multiple linear regression to evaluate the effects of each free parameter on the dependent parameter. Statistical testing is carried out using SPSS software. The analysis process involves several tests, such as;

1. Multiple Linear Regression Analysis to Test the Effect of Variable X on Variable Y with a 5% Confidence Level.
2. Hypothesis Testing

a. t-test with a Confidence Level of 0.05 (5%) where the confidence level value is greater than 0.05 indicating that the free parameter has no influence on the level of confidence on the dependent parameter (Y).

b. The F test, with a confidence level value of 0.05, shows that the free parameters have an influence on the dependent parameters (Wijaya & Yanti, 2023).

4. RESULTS AND DISCUSSIONS

4.1. Results

First, the instrument test is conducted as a validity test, which is an analysis used to survey the feasibility of a measuring instrument or measuring media in collecting data, as well as evaluating how interesting the survey is in obtaining information and whether it is more appropriate for the community. statements proposed in the questionnaire. The results of the validity measurement of each instrument variable in the table below are as follows:

Table 1. Packaging Quality Validity Test

Variable	Indicator	Question	rtable	Correlation Coefficient	Note
Packaging Quality	Material	1	0.361	0.36785	Valid
		2	0.361	0.37053	Valid
		3	0.361	0.37002	Valid
		4	0.361	0.49294	Valid
	Logo	1	0.361	0.48522	Valid
		2	0.361	0.65343	Valid
	Color	1	0.361	0.66993	Valid
		2	0.361	0.6213	Valid
	Design	1	0.361	0.65858	Valid
		2	0.361	0.59416	Valid

Source: Data by SPSS 2023

Table 2. Promotion Validity Test

Variable	Indicator	Question	rtable	Correlation Coefficient	Note
Promotion	Promotion Time	1	0.361	0.67498	Valid
		2	0.361	0.48997	Valid
		3	0.361	0.73823	Valid
	Promotion frequency	1	0.361	0.4517	Valid
		2	0.361	0.59721	Valid
		3	0.361	0.6189	Valid
	Accuracy or suitability of promotion targets	1	0.361	0.62458	Valid
		2	0.361	0.52255	Valid
		3	0.361	0.72095	Valid

Source: Data by SPSS 2023

Table 3. Purchase Interest Validity Test

Variable	Indicator	Question	rtable	Correlation Coefficient	Note
Purchase Interest	Attention	1	0.361	0.670866	Valid
		2	0.361	0.641614	Valid
	Interest	1	0.361	0.71986	Valid
		2	0.361	0.609653	Valid
	Desire	1	0.361	0.582655	Valid
		2	0.361	0.653152	Valid
	Belief	1	0.361	0.734895	Valid
		2	0.361	0.508918	Valid
	Decision	1	0.361	0.64287	Valid
		2	0.361	0.427653	Valid

The results of the validity test can be done by comparing the r count value with the r table value. If r count $>$ r table then it is declared valid, but if r count $<$ r table then it is not valid. In this validity test, the r table value with $n = 30$ 5% confidence level in the distribution of statistical r table values, the r table value is 0.361. Therefore, based on the table above, all questionnaires are declared valid.

Table 4. Reliability Test of Variables X1, X2, and Y

Variable	Cronbach's Alpha	Status
Packaging Quality (X1)	0.744	Reliable
Promotion (X2)	0.827	Reliable
Purchase Interest (Y)	0.840	Reliable

Source: Data processed by spss 2023

It can be concluded from the table above that the three analysis instruments are parameters X1 Packaging Quality, X2 Promotion and Y Purchase interest have Cronbach's Alpha which is more than 0.60 so that the statements in the questionnaire can be said to be reliable and consistent.

2. Transformation of Ordinal Data into Intervals

In this analysis, the researcher applied the MSI (Method of Successive Interval) method to change the ordinal scale to interval. The data processing process was carried out using Ms.excel software. The data collected through the questionnaire related to the analysis parameters have an ordinal scale. However, to meet the requirements for using inferential statistics, especially path analysis as the main analysis in this analysis, at least interval-scale data is required. Before further analysis is carried out, the ordinal data collected is then converted into interval data through the application of MSI (Method of Successive Interval).

The total MSI results for each question in this exploration should be visible in the connection. To make it easier to change ordinal information into spans, the MSI application is used with Ms. Excel 2013.

Classical Assumption Test

Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		110
Normal Parameters ^{a,b}	Mean	.000000
	Std. Deviation	.775781117.70227350
Most Extreme Differences	Absolute	0.376
	Positive	0.224
	Negative	-0.376
Test Statistic		0.376
Asymp. Sig. (2-tailed) ^c		.075 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Figure 2 Classical Assumption Test

Based on the Asymp Sig value (2-tailed) of 0.075>0.050 or sig value> from 0.05. This can be stated that the data in this analysis is normally distributed and further testing can be carried out.

Multiple Regression Analysis Test

Table 5. Multiple Regression Analysis Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	4903.4533	2185.505		4.266	.000
Packaging Quality	.548	.074	.564	7.442	.001
Promotion	.350	.076	.348	4.586	.000

Source: Data processed by SPSS 2023

The regression equation created in this regression test based on the table above is:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 4903.4533 + 0.548X_1 + 0.350X_2$$

Here is one way to interpret the model:

1. The a value of 4903.4533 indicates the point at which customer satisfaction is influenced by packaging quality (X1) and promotion (X2), before any other independent variables. Without any independent variables, purchasing interest (Y) will not change.

2. B1 (regression factor value X1) of 0.548 shows that packaging quality has a positive influence in the same direction on purchasing interest (Y), according to the packaging quality coefficient value (X1). This shows that a good packaging quality system can increase purchasing interest. 3. B2 (regression factor value X2) of 0.350 shows that the promotion parameter has a positive influence in the same direction as the promotion coefficient (X2) on purchase interest (Y). This shows that a good promotion system can increase purchase interest.

Determination Coefficient

Table 6. Determination Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.857 ^a	.735	.730	782997841,641
a. Predictors: (Constant), Promotion, Packaging Quality				
b. Dependent Variable: Purchase Interest				

Source: Data processed by SPSS 2023

The value of the determination factor in the analysis is 0.730 or 73%, this provides an understanding that the existence of parameters X1 and X2 simultaneously has an influence of

73% on parameter y . While the side of 27% is influenced by other parameters that are not observed in this analysis.

Partial t-test

Hypothesis testing uses the t-test. This test is used to determine the partial influence of free parameters on dependent parameters, as follows:

Table 7. Partial t-test

Model		Coefficients ^a		Standardized Coefficients Beta	t	Sig.
		Unstandardized Coefficients	Std. Error			
		B				
1	(Constant)	4903.4533	752185.505			
	Packaging	.548	.074	.564	7.442	.001
	Quality					
	Promotion	.350	.076	.348	4.586	.000

a. Dependent Variable: Purchase Interest

Source: Data processed by SPSS 2023

Based on this information, the promotion variable has a t-count degree of 8184.9035 and a confidence level of 0.003. The t-table degree is 1.660 and the t-count degree is matched with the t-table degree at a confidence level of 5%. $Df = n - k - 2 = 100 - 2 - 1 = 97$. Comparison of the t-count degree with the t-table degree shows that the t-count degree is higher ($8184.9035 > 1.660$ or $t\text{-count} > t\text{-table}$). Therefore, H_0 is rejected and H_a is accepted, which shows that promotion affects purchasing interest in Cisadane Black Sticky Rice Sponge Cake MSMES. In addition, it can be observed by comparing the alpha value with the confidence level ($0.004 < 0.05$).

Simultaneous F Test

Table 8. Simultaneous F Test

Model		ANOVA ^a				Sig.
		Sum of Squares	Df	Mean Square	F	
1	Regression	181784701502,870	2	90892350751,435	58,254	.000 ^b
	Residual	156001613415,893	107	6138562001,485		
	Total	247384862844,460	109			

a. Dependent Variable: Purchase Interest

b. Predictors: (Constant), Promotion, Packaging Quality

Source: Data processed by SPSS 2023

4.2 Discussions

Based on the results of the analysis of the discussion written descriptively in this analysis, it can be seen in the explanation below:

1. The quality of the packaging of the Cisadane Sticky Rice Cake MSMES product has used a good and environmentally friendly Paper Box, but it does not guarantee the safety of the cake, because the packaging only uses a box that has the potential to bend easily which can

damage the cake, and also the product packaging is less attractive which only uses a box which has the potential to reduce buying interest in the product being sold, because in previous data that the quality of packaging has an effect on the level of trust in buying interest. Therefore, the quality of the packaging on the Cisadane Sticky Rice Cake MSMES product should be improved further.

2. The promotion at the Cisadane Sticky Rice Cake MSMES did not work, the owner only relied on local customers and only customers who already knew the MSMES. If the promotion goes well, it can increase buying interest in the Cisadane Sticky Rice Cake MSMES.
3. The purchase interest in the MSMES has been going well, but the product that is often sold is only the black sticky rice sponge cake compared to other sponge cake products.
3. The effect of packaging quality on purchase interest in MSMES Cisadane Sticky Rice Sponge Cake, Based on the results of the analysis using the partial test (t) using multiple regression analysis, the results obtained show that the Sig value of the packaging quality service parameter (X1) is $0.00 < 0.05$, which means that Packaging Quality (X1) has an influence on the Purchase Interest Parameter (Y).
4. Packaging quality plays an important role in shaping customer satisfaction for purchase interest by giving them more control over their experience. By paying attention to the quality of efficient, attractive, and sturdy packaging, customers will not experience damage to the sponge cake in the paper box and customers will be interested when they see attractive packaging. This ease of access creates a more efficient experience and can increase the level of purchase interest.
6. The effect of promotion on purchase interest, based on the results of the analysis using partial test (t) using multiple regression analysis, the results obtained Where it shows that the Sig Value of the promotion parameter (X2) is $0.03 < 0.05$, which means that the promotion parameter (X2) has an effect on the purchase interest parameter (Y). Based on the results of this test, the second hypothesis (H2) states that Packaging Quality (X1) has an effect on Purchase Interest (Y) and has a unidirectional relationship because it is seen from the positive regression factor value.
7. The simultaneous effect of packaging quality and promotion on purchase interest, based on the results of the analysis using the feasibility test of the multiple linear regression model with the F test to determine the simultaneous effect. From the ANOVA test or F test, the calculated F figure is 58,254 with a sig number. 0.000. Referring to the results of the analysis of the packaging quality parameters, the researcher found that customers of the Cisadane Sticky Rice Cake MSMES agreed that the purchase interest studied in this analysis was considered appropriate. This is shown through the respondents' positive answers to the questionnaire regarding the Purchase Interest parameter.

5. CONCLUSION

From the explanation above, it can be concluded as follows:

1. Packaging quality has a positive effect on the level of trust related to customer satisfaction in UMKM Kue Bolu Ketan Cisadane. This is proven based on the Sig value of the Packaging Quality parameter (X1) which is $0.00 < 0.05$, which means that Packaging Quality (X1) has an influence on the Purchase Interest Parameter (Y).
2. Promotion has a positive influence on the level of trust related to customer satisfaction in UMKM Kue Bolu Ketan Cisadan. This is proven based on the Sig value of the Promotion parameter (X2) which is $0.03 < 0.05$, which means that the store atmosphere parameter (X2) has an influence on the Purchase Interest parameter (Y).
3. Packaging Quality and Promotion on Purchase Interest have a positive influence on the level of trust. This is proven based on the analysis of the ANOVA test or F test, the calculated F figure is 58,254 with a sig number of 0.000.

Here are some suggestions as follows:

1. This analysis has limitations with the number of questions related to each parameter. It is expected that further researchers can add questions for each parameter so that the results obtained are more varied
2. This analysis may have limitations in generalizing the results because it was only conducted in one location, namely the Cisadane Sticky Rice Cake UMKM. The geographical conditions, culture, or characteristics of customers in that place may be different from other cake shops. Therefore, the conclusions drawn from this analysis may not be directly applied to other cake shops with different characteristics.

LIMITATION AND STUDY FORWARD

Limitations:

- a) The study is limited to the Cisadane Sticky Rice Sponge Cake MSMEs located in Karawang, Indonesia. The findings may not be generalizable to other MSME sectors or geographic regions.
- b) The study only examines the impact of packaging quality and promotion on purchase interest. Other potential factors that may influence purchase interest, such as product quality, price, or brand reputation, were not included in the analysis.
- c) The data collection was done through a questionnaire-based survey, which relies on self-reported responses and may be subject to biases.

Study Forward:

- a) Future research could expand the scope of the study by investigating MSMEs in other product categories or locations to provide a more comprehensive understanding of the factors influencing purchase interest.
- b) Additional research could explore the interplay between packaging quality, promotion, and other marketing mix elements (e.g., product, price, place) to develop a more holistic model of purchase decision-making.
- c) Qualitative methods, such as in-depth interviews or focus groups, could be employed to gain deeper insights into consumers' perceptions and decision-making processes regarding MSME products.
- d) Longitudinal studies could track changes in packaging quality, promotional activities, and purchase interest over time, providing valuable insights into the dynamic nature of these relationships.
- e) The findings of this study could be used to develop targeted interventions and support programs to help MSME owners improve their packaging and promotional strategies, thereby enhancing their competitiveness and sales.

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