The Influence of Packaging, Flavour Variants, Perceived Quality on Purchasing Decisions for Maros Salenrang Bread

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Abstract

Objectives - This study aims to analyze the influence of packaging, flavor variants, and quality perceptions on consumer purchasing decisions on Maros Salenrang Bread products in Maros Regency.
Methods - The sampling was done by distributing questionnaires where the population was all consumers of Maros Salenrang bread with a sample of 96 respondents through the snowball sampling method and analyzed using SPSS version 26. Descriptive analysis was used in this investigation
The Results - The results showed that the three independent variables packaging, flavor variants, and quality perceptions had a significant effect both partially and simultaneously on purchasing decisions.

Keywords: *Packaging, Flavour Variants, Perception of Quality, Purchasing Decision*

1. Introduction

The globalization era has given about major changes in people's mindsets and consumer lifestyles, including in terms of selecting and purchasing food products. Technological advances and increasingly tight business competition require business actors, both large and small, to continue to innovate. A type of business food that is growing and popular in South Sulawesi is a traditional bread business known as Roti Maros.

Maros Bread is a bread with a characteristic sweet jam filling such as srikaya, chocolate, or cheese, and is one of the culinary souvenirs from Maros Regency. One of the fairly well-known producers is Maros Salenrang Bread. However, despite its fairly high popularity, Maros Salenrang Bread experiences sales fluctuations from year to year. This is interesting to study further, especially related to the factors that influence consumer purchasing decisions.

Alyas and Muhammad Rakib (2017) quoted from (Mikro et al., 2017) that external factors that are opportunities for the development strategy of MSMEs, especially the Maros Bread business in Maros Regency, are: government support, development of technology and information, expansion or expansion of the business and good relations and customer loyalty. The internal factors identified as the strength of the

MSME development strategy, especially the Maros Bread business in strengthening the people's economy, are: comfort of the place and strategic location, relatively affordable prices of raw materials that are always available, variations in the taste of Maros Bread, various kinds of accompanying products offered, and good communication and employee familiarity.

Table 1.1

Maros Salenrang Bread Sales Data from 2021-2023

Month	flavor variants					Turnover 2021
	Original Maros Bread	Maros Pandan Bread	Strawberry Jam Bread	Assorted Chocolate Cheese Bread	Abon Roll Bread	
January	500	400	300	300	600	58.200.000
February	700	500	400	315	320	53.275.000
March	400	320	440	410	315	48.385.000
April	800	502	333	430	410	60.961.000
May	600	452	510	525	420	63.711.000
June	400	620	512	320	511	62.155.000
July	300	720	601	335	457	62.325.000
August	900	610	325	402	500	67.855.000
September	700	550	435	510	610	73.575.000
October	600	451	350	435	503	61.178.000
November	500	730	420	525	610	73.215.000
December	400	565	501	635	700	77.270.000
Total	760.060.000					

Month	flavor variants					Turnover 2022
	Original Maros Bread	Maros Pandan Bread	Strawberry Jam Bread	Assorted Chocolate Cheese Bread	Abon Roll Bread	
January	1.000	1.500	630	800	160	60.950.000

February	1.020	1.300	635	715	171	83.205.000
March	1.050	1.250	640	725	160	66.741.000
April	1.000	1.300	620	810	140	83.450.000
May	990	1.200	600	825	100	81.745.000
June	815	1.100	500	702	170	72.170.000
July	830	1.050	572	600	155	70.190.000
August	900	1.200	544	525	170	72.175.000
September	1.300	1.200	550	600	165	81.176.000
October	990	1.150	621	655	180	78.520.000
November	980	1.090	670	600	190	76.240.000
December	1.100	1.100	610	540	162	75.880.000
Total	994.970.000					

Month	flavor variants					Turnover 2023
	Original Maros Bread	Maros Pandan Bread	Strawberry Jam Bread	Assorted Chocolate Cheese Bread	Abon Roll Bread	
January	3.050	2.900	930	935	182	161.915.000
February	3.020	2.650	831	881	179	152.915.000
March	2.921	2.629	840	910	169	151.255.000
April	2.802	3.001	780	825	201	153.624.000
May	3.112	2.051	863	756	225	143.534.000
June	2.883	3.025	766	891	205	157.394.000
July	3.115	2.801	861	902	225	160.688.000
August	2.909	3.007	835	912	218	159.973.000
September	3.202	2.205	973	821	222	152.166.000

October	3.225	2.910	754	561	310	157.255.0 001
November	3.016	2.020	535	660	290	133.573.00 0
December	2.099	3.071	712	815	281	143.880.0 00
Total	1.828.172.000					

Source: Salenrang Maros Bread (2023)

Based on the sales data above, the sales turnover of Roti Maros Salenrang shows a fluctuating trend. In 2021, the turnover reached IDR 760,060,000, then increased to IDR 994,970,000 in 2022, and reached IDR 1,828,172,000 in 2023. From the annual sales data, it can be seen that sales fluctuate, with significant changes every month. This has attracted the interest of researchers to understand the impact of packaging, flavor variants, and perceptions of product quality on the sales process at the Roti Maros Salenrang store.

According to Kotler and Keller (2016), purchasing decisions are influenced by various factors both from the internal and external side of consumers. In the context of Roti Maros Salenrang, three factors that are considered to have a significant influence are product packaging, flavor variants, and consumer perceptions of product quality.

Packaging not only functions as a product protector, but also as a visual communication tool that influences consumer perception. Limited flavor variants can make consumers feel bored and turn to competitors' products. Meanwhile, perceived quality is one of the most crucial aspects in forming loyalty and repeat purchasing decisions. This study aims to analyze the influence of packaging, flavor variants, and perceived quality on consumer purchasing decisions at Roti Maros Salenrang. It is hoped that the results of this study can contribute to the development of marketing strategies for MSMEs, especially in the traditional food sector.

2. Methodology

This research used a quantitative approach with a descriptive design. The object of the study was consumers who did purchasing at the Maros Salenrang Bakery store located in Maros Regency, South Sulawesi.

The sampling technique used was the snowball sampling method, with 96 respondents. Data collection was carried out through the distribution of questionnaires, and supported by observation and documentation as secondary data.

The operational definition of the variables was divided into three independent variables, namely packaging, flavor variants, and quality perceptions, and one dependent variable, namely purchasing decisions. Each variable was measured using indicators adapted from previous literature.

The research instruments were tested for validity and reliability before being used. Data analysis techniques used in this study include classical assumption tests (normality, multicollinearity, and heteroscedasticity tests), multiple linear regression analysis, t-tests, F-tests, and coefficient of determination (R^2) tests using SPSS software version 26.

3. Result dan Discussion

Validity and Reliability Test

Validity test is used to measure the validity of a questionnaire. In this study, an instrument can be valid when it has a calculated r value greater than 0.3 and an r table of 0.200. in this research, the results for all variables were obtained that the calculated r was greater than 0.3 and the r table was 0.200 so that the instrument in the study for all variables could be used.

Reliability testing is a process to assess the extent to which a measurement instrument is consistent in providing the same results every time it is used. A statement item can be reliable if it has an alpha coefficient greater than 0.60.

Table 3.1 Reliability Test Results

Variable	Reliability	Alpha Coefficient Standard	Information
Packaging	0,768	0,6	Reliabel
Flavor Variants	0,863	0,6	Reliabel
Perceived Quality	0,893	0,6	Reliabel
Buying decision	0,754	0,6	Reliabel

Source: Spss Data Processing Version 26

Multicollinearity Test

The goal of multicollinearity test is to test whether the regression model finds a correlation between independent variables. A good regression model should not have a correlation between independent variables. A simple diagnosis of the absence of multicollinearity in the regression model is if the VIF value is less than 10.

Table 3.2 Multicollinearity Test Results

Modal	Tolerance	VIF
X1	0,484	2.066
X2	0,280	3.576
X3	0,300	3.328

Source: Olah Data SPSS Versi 26

Based on the table above, the data obtained that the packaging tolerance is 0.484, the flavor variant is 0.280, and the quality perception is 0.300. This shows that all Fiv

values are less than 10,000 and more than 1,000 so that the conclusion is that the regression modal in this study does not experience multicollinearity symptoms.

Multiple Regression Test

Table 3.3 Multiple Regression Test Result

Coefficientsᵃ					
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.791	2.356		1.609	.111
	PACKAGING	.314	.073	.288	4.276	.000
	FLAVOUR VARIANTS	.255	.084	.268	3.033	.003
	QUALITY PERCPETION	.576	.115	.426	4.994	.000
a. Dependent Variable: BUYER'S DECISION						

Sumber: Olah Data SPSS Versi 26

The multiple linear regression equation shown in the table above is as follows: $Y = 3.791 + 0.341X1 + 0.576X2 + 0.576X3$

a. The constant value (a) is 3.791, it indicates that the Y variable will increase by 37.91% units when variables X1, X2 and X3 are not included in the analysis.
b. The coefficient value (b1) is 0.341, it shows that the Y variable will increase by 34.1% if the X1 variable is increased assuming the other variables remain constant.
c. The coefficient value (b2) is 0.255, so the Y variable will increase by 25.5% if the X2 variable is increased, assuming the other variables remain constant.
   The coefficient value (b3) is 0.576, so the Y variable will increase by 57.6% if the X3 variable is increased, assuming the other variables remain constant.

The results of the data analysis show that the variables of packaging, flavor variants, and perceived quality together have a significant effect on consumer purchasing decisions at Roti Maros Salenrang. The F test produces a significance value of 0.000 (p <0.05), which means that the regression model formed is suitable for use.

Partially, the results of the t test show that the three independent variables have a significant effect on the dependent variable. The packaging variable has a calculated t value> t table and a significance of <0.05, which means that packaging has a positive and significant effect on purchasing decisions.

Flavor variants also show a significant effect on purchasing decisions. This shows that consumers expect a variety of diverse and innovative flavors so that they do not get bored with the same product.

Perception of quality is the most dominant variable with the highest coefficient value. This shows that consumers pay close attention to product quality, both in terms of taste, product durability, and cleanliness and presentation. This finding is in line with previous research conducted by Rizka Sri Rahayu (2023) which stated that there is a partial influence of Flavor Variants that has a significant and positive

effect on purchasing decisions, and research conducted by Santi Vero Sanjaya (2018) which stated that quality perception plays an important role in forming consumer loyalty. Therefore, MSMEs such as Roti Maros Salenrang need to maintain and improve the quality of their products consistently.

4. Conclusion

Based on the research and discussion that has been conducted regarding the influence of packaging, flavor variants, quality perceptions on purchasing decisions on Roti Maros Salenrang. The following conclusions can be drawn in this study:

1. Based on the results of the partial test (T), the packaging variable (X1) has a positive and significant effect on purchasing decisions (Y) on the Maros Salenrang Bread product with a significance value of 0.000.
2. Based on the results of the partial test (T), the Flavor Variant Variable (X2) has a positive and significant effect on purchasing decisions (Y) on the Maros Salenrang Bread product with a significance value of 0.003.
3. Based on the results of the partial test (T), the Perceived Quality Variable (X3) has a positive and significant effect on purchasing decisions (Y) for the Maros Salenrang Bread product with a significance value of 0.000.
4. Based on the results of the Simultaneous test (F), the Packaging Variants (X1), Flavor Variants (X2), and Quality Perception (X3) simultaneously have a positive and significant influence on Purchasing Decisions at the Maros Salenrang Bakery with a calculated F value of 121,470 which is greater than the F table of 3.10 and a significant probability value of 0.000 > 0.05.

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