



How To Packaging Form, Price On Packaged Tea Purchase Decisions ?

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Abstract

The phenomenon of tea is one of the most widely consumed drinks by the people of our homeland apart from mineral water, especially after the trend of drinking tea with various kinds of flavors and tea variants is not only in demand by the elderly but almost all groups, be it old, young or old. even children like tea. Various product shapes such as squares, ovals, ovals or even rounds greatly affect sales because shape also influences the selling price. This study aims to see how much influence sales have on different forms of tea. The population in this study were college students and also employees in the city of Makassar. In this study there were 100 respondents and the sample was taken using simple random sampling technique. Data analysis technique using descriptive verification method. The results showed that the form of packaging greatly influences the price and purchasing decisions. The research results also show that the relationship between packaging form, price and purchase decision is in the high category.

Keywords: Influence of packaging form, purchasing decision of packaged tea, price on Makassar

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INTRODUCTION

Tea is a drink that is favored by the people of Indonesia, as the most widely consumed drink in the world after water. However, tea is also often used as a semi-formal or formal drink provided in a cup. As the popularity of tea increases, tea is no longer provided in cups but also in practical packaging to carry anywhere. Therefore, recently many types of tea drink packaging have emerged, such as bottles, boxes or glasses. In addition to being practical to carry, another reason is that if you want to drink tea, you don't need to bother making it because there is already a practical instant packaging. The most common form is tea sold in bulk form where before consumption, consumers must brew and remove the dregs first or better known as powdered tea. Another form is tea bags in the form of bags where consumers must brew the tea bags first before consuming. The form that is currently widely produced by tea producers is in the form of ready-to-drink tea packaged in tetra packs and bottles. Based on the practical ready-to-drink concept, consumers do not need to brew tea first when they are going to consume it.

No	Nama Produk	Harga Satuan
1	Teh Botol Sosro 350 ml	Rp. 4.000
2	Teh Pucuk Harum 350 ml	Rp. 3.500
3	Teh Gelas 350 ml	Rp. 3.100

Tabel .1 Harga Produk teh 2022

Teh Botol Sosro is the first packaged tea drink in Indonesia, this drink became a baby boomer before the emergence of other packaged tea drinks. This tea is able to educate people to drink bottled tea and served cold. After being seen from several years later, the sales volume of packaged tea from year to year has generally increased greatly. Consumer interest in consuming hot tea has now shifted to cold tea which previously did not exist. The circulation of Teh Botol Sosro has changed the mindset of consumers that consuming cold tea is more delicious than hot tea. Teh Botol Sosro has succeeded in becoming the top three top brand awards in the ready-to-drink tea category.

Based on the available information, here is a brief description of the Teh Sosro phenomenon in Makassar:

1. The presence of Teh Sosro in Makassar:

- Teh Sosro is one of the popular ready-to-drink tea brands in Indonesia, including in Makassar.
- The Sosro company has been marketing its products in Makassar for decades and is one of the main players in the ready-to-drink tea industry in the city.

2. The popularity of Teh Sosro in Makassar:

- Teh Sosro is widely known and is one of the favorite drinks of the people of Makassar, especially among the lower middle class.
- The wide availability of Teh Sosro in various outlets, kiosks, and stalls makes it easily accessible to consumers.
- The affordable price of Teh Sosro makes this product available to various groups in Makassar.

3. The role of Teh Sosro in the tea drinking culture in Makassar:

- Consumption of ready-to-drink tea is part of the lifestyle and tea drinking culture of the people of Makassar.
- The presence of Teh Sosro has also encouraged the popularity of tea drinking among the public, especially in public places such as coffee shops.
- Teh Sosro has become an identity and is embedded in the tea drinking culture in Makassar.

4. Impact on the tea industry in Makassar:

- The dominance of Teh Sosro has encouraged the growth of the ready-to-drink tea industry in Makassar.
- The presence of Teh Sosro has also influenced the preferences and tea consumption patterns of the people of Makassar.

Overall, Teh Sosro has become a phenomenon that is inseparable from the tea drinking culture in Makassar and has an important role in the tea industry in the city.

LITERATURE REVIEW

Packaging is important for a product, because packaging not only protects the product, but also functions as a promotional tool that can attract consumers. According to Kotler & Keller (2016) packaging is a business established by someone to maintain brand equity in order to promote sales. Packaging can be defined as protection for a product that has been produced from packaging activities. Product packaging can also be an activity consisting of design and product. Packaging functions to protect the product inside it well, according to Kotler and Armstrong (2012).

Packaging or active packaging is packaging that changes the condition of food ingredients by adding active compounds so that it can extend the shelf life of packaged food ingredients and also increase safety and maintain quality, according to Rodriguez (2008). According to Kotler et al (2000:252) packaging indicators include the following: Packaging design, well-designed packaging can create convenient value for consumers and promotional value for producers. Packaging quality, packaging quality can foster trust and complement self-image and influence prospective buyers to make choices about the goods they package. Price affordability. Consumers can reach the price set by the company. Products usually have several types in one brand and the prices also vary from the cheapest to the most expensive. With the price set, many consumers buy products.

Price suitability with product quality. Price is often used as an indicator of quality for consumers, people often choose a higher price between two items because they see a difference in quality. If the price is higher, people tend to assume that the quality is also better. Price competitiveness. Consumers often compare the price of a product with other products. In this case, the high or low price of a product is highly considered by consumers when they are going to buy the product. Price suitability with benefits. Consumers decide to buy a product if the benefits they feel are greater or equal to what they have spent to get it. If consumers feel that the benefits of the product are less than the money spent, consumers will assume that the product is expensive and consumers will think twice about making repeat purchases.

Purchase decision

Consumer Purchasing Decision is an action taken by consumers to buy a product. Every manufacturer must implement various strategies so that consumers decide to buy their products. Purchasing decisions are thoughts where individuals evaluate various options and decide on a product from among many choices. According to Kotler & Armstrong (2014), purchasing decisions are the stage in the buyer decision-making process where consumers actually buy.

According to Tjiptono (2012) purchasing decisions are a process where consumers recognize their problems, seek information about certain products or brands and evaluate each alternative well to solve their problems, which then leads to purchasing decisions. Purchasing decisions are a series of processes that start with consumers recognizing their problems, seeking information about a particular product or brand, and evaluating the product

or brand to see how well each alternative can solve their problems, which then leads to a purchasing decision, according to (Tjiptono, 2014)

Furthermore, according to Kotler and Keller (2012:227), the purchasing decision process is a five-stage process that consumers go through, starting from recognizing problems, seeking information, evaluating alternatives that can solve their problems, purchasing decisions, and post-purchase behavior, which begins long before the actual purchase is made by the consumer and has a long-lasting impact after that, according to (Tjiptono, 2014)

METHOD

This research is a quantitative research in the form of a survey, the researcher uses a survey method to determine the influence of the Brand Ambassador's appeal on consumer Purchase Interest. According to Sugiyono (2018) the survey method is a quantitative research method used to obtain data that occurs in the past or present, about beliefs, opinions, characteristics, behavior, relationships of variables and to test several hypotheses about sociological and psychological variables from samples taken from a certain population, data collection techniques with observation (interviews or questionnaires) that are not in-depth, and the results of the study tend to be generated.

RESULTS AND DISCUSSION

Based on the results of the coefficient of determination, the R Square value is 0.30 or in percentage of 84%, this shows that the e-satisfaction variable that can be influenced by the packaging form variable is 85.40% while the rest is influenced by other variables can be seen in the results of the previous classical assumption test which showed a significant and positive influence. Promotion strategy through Price has an effect on increasing purchasing decisions because people tend to look for information and consider other people's opinions on a product before making a purchase and the price of packaged tea has a good assessment from consumers who have owned the product.

The results of this study support the research of Khilyatin Ikhsani, Hapzi Ali. (2017) who studied "(purchase decisions: analysis of product quality, price and brand awareness (Case Study of Sosro Bottled Tea Products at Giant Mall Permata Tangerang))." The results showed that the independent variable price was proven to have a significant effect on the dependent variable, namely purchasing decisions with a percentage value of 67%. while the results of the study conducted by the author show the magnitude of the influence of price on purchasing decisions for Teh Botol Sosro products by 88.40% while the remaining 12.60% is influenced by other factors not examined in this study.

Based on the results of the data analysis that has been carried out and the discussion that has been presented in chapter IV regarding "The influence of packaging form, price on purchasing decisions on Teh Botol Sosro products", the following conclusions can be drawn

1. The packaging form variable in this study is included in the good category by customers of Teh Botol products
2. The price variable in this study is included in the good category by customers of Teh Botol products.

3. The purchasing decision variable in this study is included in the good category by customers of Teh Botol Sosro products.
4. Based on the results of the data analysis, it shows that the packaging form variable has a positive and significant effect on the purchasing decision variable.
5. Based on the results of the data analysis, it shows that the price variable has a positive and significant effect on the purchasing decision variable.
6. Based on the results of data analysis, it shows that the price and packaging form variables simultaneously have a positive and significant effect on the purchasing decision variable.

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