THE INFLUENCE OF PRODUCT VARIATION AND PACKAGING ON PURCHASE DECISIONS OF KEFIR FERMENTED MILK HOME INDUSTRY AT TASIKMALAYA

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ABSTRACT

Kefir Fermentation Milk is a pioneer of packaged healthy drinks trying to carry out a product and packaging variation strategy so that consumers do not run to other brands. This study aimed to determine the effect of Product Variation and Packaging on the Purchase Decision of Kefir Fermentation Milk. The research method used in this study is a descriptive method with a quantitative type. The selected respondent was 86 from 600 population with a non-probability sampling technique to determine the sample based on consumers who coincidentally meet with the researcher can be used as a sample if it is deemed that the person who happened to be met is suitable as data source. The results showed that: 1) Product variation on the purchasing decision of Azet Kefir Milk was good, 2) The effect of Product Packaging on the Purchase Decision of Azet Kefir Milk was good, 3) The results of multiple regression analysis showed that Product Variation (X1) and Product Packaging (X2) has a positive influence on the Purchase Decision variable (Y), namely 0.60 for the Product Variation (X1) and 0.10 for the Product Packaging variable (X2). The multiple correlation coefficient is 0.745, which means it is vital. Furthermore, the coefficient of determination is 0.555. The results of hypothesis testing are Fcount > Ftable of 51.705 > 3.11, there is a simultaneous influence between Product Variation and Product Packaging variables on Purchase Decisions, and the Product Variation (X1) variable is 8,018 with a ttable value of 1,988. So that tcount > ttable or 8.018 > 1.988, and for the Product Packaging variable (X2), it is 9.189 with a t-table value of 1.988. so that tcount > ttable or 9.189 > 1.988, thus H0 is rejected and Ha is accepted, which means that product variations and packaging significantly affect purchasing decisions.

Keywords: Product Variation, Product Packaging, Purchase Decision

ABSTRAK

Susu Fermentasi Kefir sebagai pelopor minuman sehat dalam kemasan berusaha untuk melakukan strategi variasi produk dan kemasan agar konsumen tidak lari kepada merek lain. Tujuan penelitian ini adalah untuk mengetahui pengaruh Variasi dan Kemasan Produk terhadap Keputusan Pembelian Susu Fermentasi Azet Kefir. Metode Penelitian yang digunakan dalam penelitian ini adalah metode deskriptif dengan jenis kuantitatif, responden dalam penelitian ini 86 orang dari populasi 600 orang dengan teknik pengambilan sampel *non*

probability sampling, dengan menggunakan *insidental sampling,* yaitu teknik penentuan sampel berdasarkan kebetulan, yaitu konsumen yang secara kebetulan/insidental bertemu dengan peneliti dapat digunakan sebagai sampel, bila dipandang orang yang kebetulan ditemui ini cocok sebagai sumber data.Hasil penelitian menunjukan bahwa : 1) Variasi Produk terhadap keputusan pembelian Susu Azet Kefir adalah baik, 2) Pengaruh Kemasan Produk terjadap Keputusan Pembelian Susu Azet Kefir adalah baik, 3) Hasil analisis regresi berganda diperoleh hasil bahwa Variasi Produk (X1) dan Kemasan Produk (X2) mempunyai pengaruh positif terhadap variabel Keputusan Pembelian (Y), yaitu 0,60 untuk variabel Variasi Produk (X1) dan 0,10 untuk variabel Kemasan Produk (X2). Koefisien korelasi berganda sebesar 0,745 yang berarti dinyatakan kuat. Dan koefisien determinasi sebesar 0,555. Hasil pengujian Hipotesis terdapat F_{hitung} > F_{tabel} yaitu 51.705 > 3.11 terdapat pengaruh secara simultan antara variabel Variasi Produk dan Kemasan Produk terhadap Keputusan Pembelian, dan variabel Variasi Produk (X1) sebesar 8.018 dengan nilai t_{tabel} 1.988. Sehingga t_{hitung} > t_{tabel} atau 8.018 > 1.988 dan ntuk variabel Kemasan Produk (X2) sebesar 9.189 dengan nilai t_{tabel} 1.988. sehingga t_{hitung} > t_{tabel} atau 9.189 > 1.988, dengan demikiann H_0 ditolak dan H_a diterima, yang artinya secara parsial Variasi dan Kemasan Produk berpengaruh secara signifikan terhadap Keputusan Pembelian.

Kata Kunci: Variasi Produk, Kemasan Produk, Keputusan Pembelian

INTRODUCTION

Milk production in Indonesia continues to increase from year to year. The Central Statistics Agency (BPS) notes on Indonesian production data milk (2011 – 2021) milk production in Indonesia will reach 962,676 tons in 2021. This number has increased by 1.66% compared to 2020, which amounted to 946.91 thousand tons. Seeing the trend in the last decade, fresh-milk production in Indonesia reached its highest figure in 2012, namely 974,694 tonnes. However, fresh milk production dropped the following year dramatically to 959,731 tonnes.

The figure also dropped again to 786,849 tons in 2013. Fresh milk production only increased again from 2014 to 2018. In 2019, fresh-milk production slightly decreased to 944,537 tons. Fresh milk production will then increase again in 2020 and 2021. Based on the region, the highest fresh-milk production in East Java was 556,431 tons. West Java is in second place with milk production of 283,361 tons (www.datandonesia.id, 2021)

Milk production is continually increasing and must be balanced with good-quality milk. Milk has a complete nutritional

content compared to other drinks, so it has many benefits for the body (Meike, 2022). One of the essential basic needs of humans is food; in terms of nutrition, milk is a perfect food ingredient because it contains almost all the nutrients the human body needs, so it is suitable for consumption and is a portion of natural food. From another angle, milk can also be used as a raw material containing a source of essential nutrients. As one of the livestock products, milk is also a nutritious drink, and most of it is used as a food product (Winarno FG, 2016). Milk is a natural ingredient that has high nutritional value. Cow's milk is commonly used in the manufacture of fermented milk products such as Kefir because milk contains many nutrients for the growth of microorganisms (Nihayah, 2015)

Nowadays, many people face various health problems, ranging from mild ones such as coughs, flu, and inflammation to serious ones such as diabetes and digestive system disorders. A decrease in the body's resistance (immunity) arises due to an imbalance in consumption patterns and lifestyles. One of the supporters of the body's immune system is consuming milk. Proper nutrition is necessary for the body's immune system to work optimally.

The development of food technology is currently providing an alternative to milk processing as a diversification of dairy products to extend milk's shelf life. One of the technologies currently being developed is fermented milk. This fermented milk has several advantages and benefits for the body. , with the fermentation process, the lactose contained in milk will be broken down into simpler compounds, so those who cannot digest lactose (*lactose intolerance)* can still enjoy the milk. Fermented milk produces a thick sour taste, so not all people like fermented milk products. One of the fermented products is Kefir (Yulianti, 2020)

Competition for various brands of fermented milk is currently emerging. For companies marketing fermented milk, this is an opportunity to expand and dominate market share. In facing competition, fermented milk processing companies must continually create new inventions, which are then adapted to the wishes/demands of consumers so that the products produced can be sold in the market.

According to (Raheem et al., 2013), in maintaining survival and

developing a business, efforts are needed to provide services to consumers by creating and providing the tools to satisfy their needs. A business must adjust to what consumers need and want to retain customers because a product produced will no longer be able to satisfy what they need. Therefore, a company must have creativity from entrepreneurs in carrying out their activities to maintain survival.

In today's globalization, competition between companies to reach their customers is very tight. Therefore, many companies are considering practical strategies to attract consumers to buy their products. One way for companies to attract consumers is to use attractive packaging. In the past, packaging was not a significant concern. However, many food and beverage companies are starting to focus on the beauty, uniqueness, convenience, and attractiveness of a product's packaging because this can influence consumer buying interest. Currently, product packaging has become essential. Packaging no longer functions as a product packaging container to protect it from dirt, dust, impact air, and sunlight but also as a promotional tool that attracts buyers' interest. A company must own and

draft good marketing to compete (Tjiptoni, 2019). Marketing is a social and managerial activity in each individual and group in their needs and desires through the exchange of products, creation, and value to one another. (Zaffou, 2019) states that product variety is an essential factor when making a buying decision

(Kotler, 2016) Mix marketing as a series variable under control To use produce set response _ company, through the market that has goals, mix marketing formed from something that has held by the company For can give influence significant through requests consumer. Marketing mix or marketing role is essential to influence the purchase product or service on the consumer because one mix from marketing (marketing mix) is used as a network printer that gives something level in matter success. (Almas, 2011) Decision purchase is the activity of buying products or services caused with exists something affected drive _ through an emotional there _ on self Alone or something influenced by the outside self Alone (Ebang & Raya, 2021). Decision purchase is a series of processes consumer in deciding action purchase (Mutoharoh, Hasiolan, 2015). design _ packaging

is something the activity of designing And producing receptacles For something product (Son, 2014). (Efnita, 2017) define the product as all something that can be offered to the market to get attention, purchased, used, or consumed, and satisfy desire or need.

Branding and packaging on a product aim to gain a positive image/perception of consumers (Mulyadi, 2015). Companies are being demanded to be more creative and innovative so that the product produced attracts consumers to purchase because today's consumers are critical and intelligent in choosing which product their brand needs. Demands consumer needs for product quality and variety high, attractive product packaging, and attractive ads, demanding that manufacturers and marketers compete to provide added value to their products so that consumer decisions increase (Effendi, 2018). According to (Ali AH et al., 2015), products start with taste, size, and quality, as well as the availability of products' same meaning _ with variation products. Product variation is an innovation of a brand that is differentiated based on the ingredients and taste of the product. The company develops product

variations on an ongoing basis in line with changes and changes consumer desires that are constantly changing, as well as overcoming boredom with a product (Irwana & Ita Purnama, 2022).

According to (Raheem et al., 2013), packaging can increase sales and attract consumer attention to specific brands, improve image, and stimulate consumer perceptions of products. Then, packaging also conveys the distinctive value of a product. In both service and non-service industry sectors, competition can occur. Also, in the beverage sector's home industry, there are many creative drinks created by business actors. In this industry, the types of drinks developed are fermented drinks, one of which is Azet Kefir Milk. The high level of competition, which is increasingly diverse, will affect consumer purchasing decisions. Various flavors and brands of packaged fermented milk have emerged. They will continue to compete according to their respective markets, and consumers will face various types of fermented milk with different variations. Here are some brands of fermented milk with various flavors that are currently being developed:

Table 1. Yang Fermented Milk Brand is Currently Develop

No	Fermented Milk Name	Number of Flavor Variants	Package Size
1	Faw Kefir	9 Flavor Variants	200 ml, 1 liter
2	Biojava Kefir	1 Flavor Variant	1 liter
3	Azet Kefir	16 Flavor Variants	200 ml, 330 ml, 1 liter, Stick

Source: Primary Data (2021)

The various flavors and packaging are the advantages of each product offered to consumers to win the competition. Azet Kefir Milk is no exception as a pioneer of fermented drinks trying to innovate products so consumers do not run to other brands. Azet Kefir is a business whose goal is not only to make big profits but to support the running of the social empowerment movement, including East Priangan. The owner drives by counseling the teacher, coaching the community, holding free health counseling, conducting environmental health socialization, and introducing halal food and drinks thayyiban such as kefir milk drink. This counseling can also be said as a strategy to promote Azet Kefir Milk.

Azet Kefir Milk product is a beverage product that provides a variety of flavors as well as attractive packaging for consumers. One of the marketing strategies undertaken to attract consumers is to create a variety of flavors. The selling price of Azet Kefir Milk products is also very affordable, which can steal consumers' attention. With the above phenomenon encourages researchers to see whether creating various variations and packaging created by Azet Kefir has the same effect good in the eyes of the customer to make a purchase decision.

(Nihayah, 2015) argues that Kefir is: "Kefir is fermented milk which has a taste, color, and consistency that resembles yogurt and has a distinctive yeasty aroma (like tape). Kefir is obtained through a fermentation process using a starter in the form of kefir grains or seeds (kefir-granule), which are white or creamy granules from a collection of bacteria, including Streptococcus sp., Lactobacilli, and several types of non-pathogenic yeast. Bacteria produce lactic acid and flavor components, while yeast produces

carbon dioxide gas and a little alcohol. That is why Kefir tastes sour and has a hint of alcohol and soda, and the combination of carbon dioxide and alcohol creates a froth that creates a sizzling character to the product."

Azet Kefir Milk is fermented like yogurt, but Azet Kefir Milk has much better benefits. Azet Kefir milk has incredible potential benefits for digestive health and the immune system and has a higher probiotic content than yogurt and other fermented milk.

RESEARCH METHODS

The research method used is a descriptive research method with a quantitative approach. The population in this study were consumers who had purchased Azet Kefir Milk, namely 600 people. To determine the sample size taken from the population, the authors use the Taro Yamane or Slovin formula with a 90% confidence level with e = 10%. The sampling technique uses non-probability sampling, using random sampling. Data collection techniques using interviews, questionnaires, observation, and literature study. Moreover, the analytical tool used is Multiple Linear Regression Analysis with the help of the SPSS Version 16 program.

RESULTS AND DISCUSSION

The Effect of Product Variation and Product Packaging on Fermented Milk Purchase Decisions Kefir

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	std. Error	Beta		
11 (Constant)	2,383	2.107		1,131	.261
Product Variation	.060	.107	085	.557	.579
Product Packaging	010	093	.016	.108	.914

a. Dependent Variable: Abs_RES
Purchase Decision.

Figure 1. Simple regression analysis test results

Based on the table above, it can be expressed in the form of a simple regression equation as follows: Y=a + bX1 + bX2

Y= 2,383 + 0.60X$_1$ + 0.10X$_2$

Where :

Y: Purchasing Decision Variable

a: Regression coefficient constant number

b: Coefficient of regression direction

X1: Variable Product Variation

X2: Product Packaging Variable

From the multiple regression equation above, it can be described as follows: The constant value (a) is 0.2383, the value of the regression direction coefficient (b1) is 0.60, and (b2) is 0.10. Based on the regression equation above illustrates that Product Variation (X1) and Product Packaging (X2) have a positive influence on the Purchase Decision variable (Y). This positive effect is because the numbers are favorable, namely 0.60 for the Product Variation variable (X1) and 0.10 for the Product Packaging variable (X2). Thus every increase in the Product Variety variable will have an effect of 0.60 on the Purchase Decision, and every increase in the Product Packaging variable will have an effect of 0.10 on Product Packaging. The p-value in the sig column < α (0.05) indicates that multiple regression can be used to predict Purchase Decisions.

Coefficient of Determination

According to Imam (Ghozali, 2013), "The coefficient of determination (R^2) is, in essence, measuring how far the model's ability to explain the variability of the independent variables. The coefficient of determination is zero and one. The small R^2 value meant that the ability of the independent variables to explain the variation in the dependent variable is minimal. A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable. To determine the influence of Product Variety (X1) and Product Packaging (X2) on Purchase Decision (Y) Azet Kefir Milk During the Covid-19 Pandemic in this study using SPPS with the following results:

$$CD = r^2 \times 100\%$$

$$CD = 0.745^2 \times 100\%$$

Summary Models

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.745 A	.555	.544	5,490

A. Predictors: (Constant), Product Packaging, Product Variation.

Figure 2. Test results for the coefficient of determination.

CD = 0.555 × 100% = 55.5%
Based on the table above, it can be seen that the R Square value is 0.555, or the coefficient of determination is 55.5 %. This value means that Product Variation (X1) and Product Packaging

(X2) on Purchase Decision (Y) is 55.5%, while the remaining 44.5% is influenced by other factors not examined in this study.

Hypothesis

(Sugiyono, 2017) stated that the hypothesis is the answer while formulating the research problem.

Product Variation t Test Output (X1)

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	std. Error	Betas		
1	(Constant)	2,661	3,655		.728	.468
	Product Variation	1.109	.138	.658	8018	.000

a. Dependent Variable: Purchase Decision
Source: Primary Data (Questionnaire), processed *by SPSS* (2021)

Based on the table, the Product Variation variable (X1) is 8,018 with a $t_{table\ value}$ of 1,988. So that $t_{count} > t_{table}$ or 8,018 > 1,988.

Thus, H_0 is rejected, and Ha is accepted, which means that partial Product Variation significantly affects Purchase Decision.

Product Packaging t Test Output (X2)

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	std. Error	Betas		
1	(Constant)	3,788	3,077		1,231	.222
	Product Packaging	1,034	.112	.708	9,189	.000

a. Dependent Variable: Purchase Decision
Source: Primary Data (Questionnaire), processed *by SPSS* (2021)

Based on the table shows that the product packaging variable (X2) is 9,189 with a $t_{table\ value\ of}$ 1,988. so that $t_{count} > t_{table}$ or 9,189 > 1,988. Thus H_0 is rejected, and Ha is accepted, which means that partially Product Packaging has a significant effect on Purchase Decision.

Variation and Packaging on Milk Purchase Decisions regarding Kefir fermentation, conclusions can be drawn from the formulation of the problem as follows:

CONCLUSION AND SUGGESTION

Conclusion

Based on the results of the analysis and discussion of the effect of Product

1. Based on the results analysis of 86 respondents about Variety of Dairy Products, Azet Kefir is very high (very good). this showed with a total score Product Variations generates the number 3409. Where is the number 3024 located between 2664 – 3283, which means tall. So it can be concluded that the Product Variation in Azet Kefir Milk is good. With the highest score regarding the statement Azet Kefir Milk showing a variety of sizes with a score of 400, and the lowest score regarding the statement during a pandemic like now, sometimes the supply of flavors for Azet Kefir Milk products is incomplete with a score of 284. Overall, the respondents' answers for each product variation indicator were excellent.

2. Based on the results analysis of 86 respondents about Dairy Product Packaging, Azet Kefir is very high (very good). this _ showed with a total score Product Variations generates the number 3311. Where is the number 3311 located between 3284 – 3903, which means very tall. So, it can be concluded that the Product Variation in Azet Kefir Milk is

excellent. The highest score regarding the statement that product packaging for Azet Kefir Milk is transparent, so that can see the taste of what is being purchased, with a score of 387. The lowest score was regarding the packaging material for the product Azet Kefir Milk using plastic and plastic bottles and the form of packaging for the Milk Azet Kefir simple product with a score of 352. The lowest score regarding the statement that the packaging material for the Azet Kefir Milk product uses plastic and plastic bottles, and the statement for the packaging form for the Azet Kefir Milk product is simple with a score of 352. Overall, the respondents' answers for each product packaging indicator were excellent.

3. Based on the result analysis of 86 respondents, The decision to purchase Azet Kefir Milk is high (good). this _ showed a total score that produces the number 4454. Where is the number 4454 located between 4340 – 5166, which means very high. So, it can be concluded that the Decision to Purchase Milk Azet Kefir is excellent. The highest score

regarding the statement, I bought Azet Kefir Milk because I trusted the quality of Azet Kefir Milk products, and the statement I believe I made the right decision when buying Azet Kefir Milk products with a score of 392. The lowest value regarding the statement I will not stop buying Azet Kefir Milk, especially during a pandemic like now, with a score of 353. Overall, the respondents' answers for each Purchasing Decision indicator are excellent.

4. For the correlation coefficient, an R-value of 0.745 is obtained at the coefficient interval of 0.60 – 0.79, which means that the relationship between the Product Variation (X1) and Product Packaging (X2) variables and the Purchase Decision variable (Y) Azet Kefir Milk has a strong relationship. Furthermore, for the coefficient of determination to produce a percentage of 0.555, the determinant coefficient (determination) magnitude is (55.5%). This result means that Product Variation (X1) and Product Packaging (X2) on Purchase Decision (Y) is 55.5%, while the remaining 44.5% is influenced by other factors not examined in this study.

Suggestion

Based on the results of research, discussion, and conclusions obtained, then the suggestions that can be given are as follows:

1. Based on the result of variable product variations with an amount low score _ is 284 known that during a pandemic like now, sometimes the taste of Azet Kefir Milk products is incomplete, a severe matter. This result still can be said to have a low score because That party Azet Kefir milk is a must complete providing flavor supply.

2. Based on the results study on variable Product Packaging with an amount still scored is low, 352 that known Azet Kefir Milk product packaging materials use plastic, plastic bottles. The packaging form for Azet Kefir Milk products is simple in design matter. This packaging result was a low score because That party Azet Kefir inside form packaging must be more noticed Again.

3. Based on the results study on variable Buying decisions with amount low score _ is 353

known that will not stop buying Azet Kefir Milk, especially during a pandemic like today. Still own low score _ by Because That party Azet kefir is a must more give information about Azet Kefir Milk that has benefits for health, especially during a pandemic like now.

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