



## **The Influence Of Packaging Design On Consumer Purchasing Interest In Snack Products (Susu Ultra)**

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### **Abstract**

*Competition in the dairy beverage industry, both liquid and powdered milk, is becoming increasingly intense along with the growing activities of the population. One brand that has successfully maintained its position in the market is Susu Ultra. To sustain its business, in August 2013, Susu Ultra introduced an innovative new packaging made from eco-friendly tetra pak material. By leveraging its strong brand image as a nutritious and high-quality milk product, supported by an attractive packaging design, the company aims to increase consumer purchase intention. This study aims to analyze the influence of brand image and packaging design on consumer purchase intention for Susu Ultra products. The research employs a quantitative approach, using the accidental sampling technique with a total of 356 respondents. Data were analyzed using multiple linear regression with the help of SPSS 16.0 for Windows. The results show that brand image and packaging design have a significant effect on consumer purchase intention, with brand image being the dominant variable. This is because Susu Ultra is already a well-known brand in Indonesia and has product quality that makes it stand out from its competitors. Meanwhile, packaging design plays a less significant role in shaping purchase intention.*

**Keywords:** *Brand Image, Packaging Design, Purchase Intention*

### **Abstrak**

*Persaingan pada bisnis minuman susu baik susu cair maupun susu bubuk semakin ketat seiring dengan meningkatnya aktivitas penduduk. Salah satu produk minuman susu yang sukses di pasaran adalah Susu Ultra. Sebagai upaya menjaga kelangsungan bisnisnya, pada bulan Agustus tahun 2013, Susu Ultra menciptakan inovasi kemasan terbaru yaitu kemasan tetra pak yang ramah lingkungan. Dengan memanfaatkan citra merek Susu Ultra sebagai minuman susu yang berkualitas dan mengandung semua gizi penting bagi tubuh serta didukung desain kemasan yang menarik, diharapkan akan mampu menarik minat konsumen. Penelitian ini bertujuan untuk menganalisis dan membahas pengaruh citra merek dan desain kemasan terhadap minat beli konsumen pada produk Susu Ultra. Jenis penelitian yang digunakan adalah kuantitatif. Teknik pengambilan sampel menggunakan teknik accidental sampling dengan jumlah sampel 356 responden, serta menggunakan alat analisis regresi linear berganda dengan bantuan software SPSS 16.0 for windows. Hasil penelitian menunjukkan bahwa citra merek dan desain kemasan berpengaruh signifikan terhadap minat beli konsumen, dimana citra merek merupakan variabel yang dominan mempengaruhi. Hal ini karena merek Susu Ultra sudah terkenal di Indonesia dan memiliki kualitas yang mampu membuatnya terlihat menonjol dibandingkan pesaingnya. Sedangkan desain kemasan menjadi variabel yang kurang berperan dalam membentuk minat beli.*

**Kata Kunci:** *Citra Merek, Desain Kemasan, Minat Beli*

## **1. INTRODUCTION**

The globalization of international trade has impacted nearly every country. The rapid pace of globalization in the economic development of developing countries has resulted in increased competition in the industrial sector. Micro, Small, and Medium Enterprises (MSMEs) are among the businesses in Indonesia capable of making significant contributions and possessing the potential to compete in the international market. MSMEs play a vital and strategic role in national economic development. They have also proven resilient to crises. When the economic crisis struck in 1997-1998, only these businesses were able to stand strong.

Product diversity is a crucial strategy for MSMEs to attract consumer interest. MSMEs need to offer a wide variety of products because consumers tend to prefer diverse choices. By offering a variety of products, consumers have more alternatives, which can encourage them to make purchases. Facing competition, especially in the Bandung area, shopping centers need to prioritize product diversity. Providing the right product assortment not only attracts consumers but also influences their purchasing decisions.

Inglor in Cob-Walgreen (1995) stated that a brand that is known to buyers will arouse their interest in making a purchasing decision. The impact of a product's symbol provides meaning in consumer decision-making because symbols and images are important in advertising and have an influence on purchasing interest.

Today, competition in the business world focuses not only on branding but also on packaging design. Companies compete to create unique, attractive, and memorable packaging to leave a lasting impression on consumers.

Kertajaya (1996) in Cenadi (Vol 2 No 1, 2000) said that "Technology has changed the function of packaging, in the past people said that packaging protects what is sold, whereas now packaging sells what is protected". Tight competition in the business world encourages each product to have its own loyal customers. This happens because competition makes consumers more confident in choosing and buying products based on the brand and quality of the packaging design. To convince consumers to be interested in making a purchase, an effective packaging design and marketing strategy is needed. The main goal is to capture market share and attract consumer interest through attractive and attractive packaging designs, so that the product is more in demand by the public.(Fajriyah dkk., 2025)

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packaging, there is an increase in turnover after using packaging. Packaging influences consumer purchasing interest, thus increasing product sales. This is evidenced by a comparison of turnover before using packaging and after using packaging, there is an increase in turnover after using packaging.)(Firman Mutaqin & Silvi Maharani, 2024)

The success of a packaging design in attracting consumer interest depends on consumer perception of the brand and the appearance of the packaging itself. PT Ultrajaya, for example, in August 2013 innovated by launching new packaging made from environmentally friendly Tetra Pak materials. This packaging is under the supervision of the Forest Stewardship Council (FSC), which ensures that approximately 75% of the Tetra Pak packaging material is renewable and recyclable. PT Ultrajaya's commitment to environmental conservation is in line with its tagline, "Nature in Good Hands," which strengthens the company's image as an environmentally friendly home milk producer.

This change is expected to influence consumer purchasing interest and increase sales of Ultra Milk products, while maintaining consumer loyalty to the brand. Based on a survey conducted by the author at Surabaya State University, there are several canteens on campus that sell a variety of beverage products such as milk, tea, and isotonic drinks. One of these is Srikandi Cafeteria, located in the Faculty of Economics. Because it is the only canteen in the faculty with a significant student population, the potential for Ultra Milk consumption at this location is greater than at other faculties.

## **1. Product Assortment**

According to (Kotler-Keller, 2016:402), product assortment is "the set of all products and items a particular seller offers for sale." Or a complete set of products offered for sale by a particular seller. Product diversity is the availability of all types of products, starting from the number of quantities, suitability to tastes and desires, and the availability of products offered to be owned, used, or consumed by consumers produced by a producer..(Fajriyah dkk., 2025)

## **2. Packaging design**

Kotler and Armstrong (2014) explain that packaging is a process that encompasses the design and production of a product's container or wrapper. The primary purpose of packaging is to protect the product and maintain its quality.

In general, packaging design has a specific purpose for each specific product or brand. Packaging design can focus on highlighting the product's uniqueness, enhancing its aesthetic value and appeal, maintaining consistency in brand identity, and differentiating between different product types and lines. Furthermore, packaging design can be developed with customized shapes based on product category, using new materials, and creating innovative structures that can reduce costs, be more environmentally friendly, and enhance packaging functionality (Klimchuk & Sandra, 2012). (“[No title found],” t.t.)

### **3. Interesting in buying**

Kotler and Armstrong (2014) state that packaging is a process involving the design and manufacture of a product's container or wrapper. The primary function of packaging is to protect the product and maintain its quality..(*iryanti wahyuni & Sri Ernawati,*” t.t.)

In general, packaging design serves a different purpose for each product or brand. Design can be directed toward highlighting product characteristics, enhancing aesthetic value and visual appeal, maintaining consistent brand identity, and differentiating between product types and lines. Furthermore, packaging design can be tailored to product categories, utilizing new materials and implementing innovative structures to reduce costs, improve functionality, and promote environmental friendliness.

Meanwhile, according to Kotler and Keller (2016:15), purchase intention is a behavioral response to an object, indicating a consumer's desire to purchase. Purchase intention reflects a consumer's psychological state, indicating a plan to purchase a product from a particular brand. Understanding purchase intention is crucial for marketers to understand consumer tendencies toward a product. Both marketers and economists utilize this variable to predict future consumer behavior (Susetyarsi, 2013). Research shows that product assortment at The Secret FO is able to foster consumer purchase intention, as evidenced by the diverse product offerings, affordable prices, well-known brands, and comprehensive product range.

## **2. METHOD**

This study used a survey with a quantitative descriptive approach. The research was conducted online with several individuals. The identified population consisted of several

individuals from various regions, both male and female. Furthermore, the respondents in this study had previously consumed Ultra Milk and were familiar with it.

This research used a quantitative method with a descriptive associative approach. The objective of this method was to determine the influence of the independent variable (X), namely packaging design, on the dependent variable (Y), namely consumer purchase intention.

### 1. Research Type and Approach

This research is quantitative because the data collected are numerical from questionnaires that were then processed using SPSS.

### 2. Data Collection Technique

Data were obtained through a questionnaire using a four-point Likert scale, which was used to measure respondents' attitudes toward each statement.

category	Skor
Strongly Agree (SA)	4
Agree (A)	3
Disagree (D)	2
Strongly Disagree (SD)	1

### 3. Sample Determination Formula

Although the number of respondents is not stated directly, the sample size can be determined using the following Slovin formula:

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

n = number of samples

N = population

e = error tolerance, usually 0.05 (5%)

### 4. Data Analysis Formula

To determine the extent of the influence between variables X and Y, a simple linear regression analysis is used, with the following formula:

$$Y = a + bX$$

Where:

Y = dependent variable (Consumer Purchase Interest)

X = independent variable (Packaging Design)

a = constant

b = regression coefficient

## 5. Statistical Testing

Based on these formulas, the data obtained from the four-point Likert-scale questionnaire were processed using SPSS to determine the effect of packaging design on consumer purchasing intention.

This study was conducted on respondents who were active users of the Shopee app. The data generated from the questionnaire were then analyzed using SPSS to conduct validity tests, reliability tests, classical assumption tests, regression tests (including simple linear regression tests), coefficient of determination tests, and t-tests.

All variables used to explain packaging design, purchasing intention, and the relationship between the two variables were tested using Cronbach's Alpha, indicating that all variables used in this study were reliable, with a value of 0.848 for the packaging design image variable and 0.858 for purchasing intention. A variable is considered reliable if it is greater than 0.60.

### 1. Validity Test

The validity test is used to determine the extent to which the questions in the questionnaire were able to measure the variables studied. An item is considered valid if the calculated r value is greater than the table r value (0.334) or the significance value is less than 0.05.

Based on the results of the Pearson correlation test using SPSS, the following results were obtained:

variabel	Item Pernyataan	Sig. (2-tailed)	Keterangan
Product Packaging(X)	X1	0,000	Valid
	X2	0,001	Valid
	X3	0,002	Valid
	X4	0,000	Valid
	X5	0,003	Valid
Buyer's Decision(Y)	Y1	0,001	Valid
	Y2	0,000	Valid
	Y3	0,002	Valid
	Y4	0,000	Valid
	Y5	0,001	Valid

Based on the table above, all items in both variables have a significance value  $<0.05$ , so all statements are declared valid and can be used in subsequent analyses.

## 2. Reliability Test

The reliability test aims to determine the extent to which the measurement instrument (questionnaire) produces consistent results. The criterion for reliability is a Cronbach's Alpha value  $>0.60$ .

<i>Undergraduate</i>			
Product Packaging (X)	0,848	5	Riabel
Buyer's Decision (Y)	0,858	5	Riabel

From the table above, it can be seen that both variables have a Cronbach's Alpha value above 0.60, so the research instrument is declared reliable.

## 3. Classical Assumption Test

### a. Normality Test

The normality test was conducted using the Kolmogorov-Smirnov and Shapiro-Wilk methods. The results are shown in the following table:

Variable	Kolmogorov-Smirnov Sig	Shapiro-Wilk Sig.	Information
Product Packaging(X)	0,004	0,000	Abnormal
Buyer's Decision(Y)	0,002	0,001	Abnormal

Because the significance value is  $<0.05$ , the data is not statistically normally distributed. However, for small sample sizes ( $n < 50$ ), regression analysis can still be performed if there are no extreme outliers.

### b. Heteroscedasticity Test

The heteroscedasticity test results show a Sig. value of  $0.698 > 0.05$ , indicating no heteroscedasticity. Furthermore, the scatterplot shows that the points are randomly distributed above and below the zero line, supporting this conclusion.

#### 4. Simple Linear Regression Test

A simple linear regression test was used to determine the effect of the Product Packaging variable (X) on Buyer Decisions (Y). The results of the analysis are shown in the following table:

Model	Unstandardized Coefficients (B)	t	sig
(constant)	3.241	2.052	0.048
Product Packaging (X)	0.761	3.748	0.001

The table above yields the following regression equation:

$$Y = 3.241 + 0.761X$$

This means that every one-unit increase in product packaging will increase purchasing decisions by 0.761. A significance value of  $0.001 < 0.05$  indicates that product packaging has a positive and significant effect on purchasing decisions.

#### 5. Coefficient of Determination (R<sup>2</sup>) Test

Model	R	R Square	Adjust R square	Std. Error of the Estimate
1	0.456	0.299	0.277	2.667

The R<sup>2</sup> value of 0.299 means that 29.9% of the purchasing decision variables can be explained by product packaging, while the remaining 70.1% is influenced by other factors outside this study.

### 3. DISCUSSION

The results of this study indicate that product packaging has a positive and significant influence on purchasing decisions. This proves that the more attractive and high-quality the packaging, the greater the consumer's interest in purchasing the product.

This finding supports marketing theory, which states that good packaging design can increase the perceived value of a product and encourage consumers in the purchasing decision-making process.

#### 4. CONCLUSION

Based on the research results and data analysis conducted on the influence of product packaging on purchasing decisions, the following conclusions can be drawn:

1. Validity and reliability tests indicate that all items in the Product Packaging (X) and Purchase Decision (Y) variables are valid and reliable. This indicates that the questionnaire instrument used is suitable for measuring both research variables.
2. Based on the results of a simple linear regression test, the following equation is obtained:  
$$Y = 3.241 + 0.761X$$
3. The results of the significance test (t-test) showed a significant value of  $0.001 < 0.05$ , indicating that product packaging significantly influences purchasing decisions.
4. The coefficient of determination ( $R^2$ ) of 0.299 indicates that 29.9% of purchasing decisions are influenced by product packaging, while the remaining 70.1% are influenced by other factors such as price, promotion, product quality, and brand image.

#### **General Conclusion:**

This study demonstrates that product packaging has a positive and significant influence on purchasing decisions. Therefore, attractive, informative, and easily recognizable packaging is crucial for increasing consumer purchasing interest.

Recommendations

#### 5. SUGGESTION

Based on the research findings, the authors offer the following recommendations:

##### 1. For Companies/Manufacturers:

Companies should continue to pay attention to product packaging aspects, including design, color, materials, and the clarity of information on the label.

Regular packaging innovation is necessary to attract consumer attention and maintain competitiveness in the market.

2. For Further Researchers:

It is hoped that additional variables such as price, promotion, brand image, and product quality can be added to identify other factors influencing purchasing decisions.

It is also recommended to use research methods with a larger sample size to ensure more accurate and generalizable results.

3. For Academics:

The results of this study can serve as additional references in marketing studies, particularly those related to consumer behavior and product packaging strategies.

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