



**THE EFFECT OF CHEESE BANANA CHIPS PRODUCT PACKAGING AND
PRICE ON CONSUMER BUYING INTEREST (CASE STUDY OF
FLAMBOYAN MSMES IN GORONTALO CITY)**

Aprilia A. Ento¹

Universitas Negeri Gorontalo, Gorontalo, Indonesia

entoapriliah@gmail.com

Tineke Wolok²

Universitas Negeri Gorontalo, Gorontalo, Indonesia

tinekewolok@ung.ac.id

Zulfia K. Abdussamad³

Universitas Negeri Gorontalo, Gorontalo, Indonesia

zulfiak.abdussamad@ung.ac.id

Abstract

This study aims to examine the influence of cheese banana chip product packaging and price on consumer purchase intention at UMKM (MSME) Flamboyan in Gorontalo City. The sampling technique used was non-probability sampling with a total of 96 respondents. The study employed a quantitative approach, with data collected through questionnaires distributed to consumers at UMKM Flamboyan. The data were analyzed using multiple linear regression analysis. The findings indicate that, partially, product packaging has a positive and significant influence on consumer purchase intention, as shown by a t-count of 7.739 > t-table of 1.985 and a significance level of 0.000 0.05. Price also has a positive and significant influence on consumer purchase intention, with a t-count of 2.464 > t-table of 1.985 and a significance level of 0.016 0.05. Simultaneously, both product packaging and price have a positive and significant influence on consumer purchase intention, as indicated by an F-count of 44.735 F-table of 3.09 and a significance level of 0.000 0.05. The R value is 0.490, meaning that 49% of the variation in purchase intention is explained by the model, while the remaining 51% is influenced by other variables not examined in this study.

Keywords: Product Packaging, Price, Consumer Purchase Intention



INTRODUCTION

MSMEs play a crucial and strategic role in national economic development. This crucial role includes their significant contribution to economic growth, job creation, community empowerment, and the reduction of economic inequality. Amidst the threat of recession, MSMEs have emerged as a driving force of the national economy and play a crucial role in Indonesia's economic growth. (Parliamentary Analysis Center of the Indonesian House of Representatives, 2024) In 2020, when Indonesia experienced the COVID-19 pandemic, its contribution to Gross Domestic Product only reached 30% due to significant losses for several MSMEs. In subsequent years, the contribution to Gross Domestic Product began to increase, as evidenced by the percentage reaching 60% to 61% in 2021–2023. (Hapsari et al., 2024)

In light of these challenges, by 2024, MSMEs must upgrade and become more modern. They must also be able to participate in the digital market, although this is not easy. This is due to several challenges faced by MSMEs in the digital market. In 2021, Gorontalo had approximately 72,000 MSMEs, and in 2022, it had approximately 97,000. In 2023, the number also remained the same, reaching 97,000 MSMEs. In 2024, this number increased to 120,000 MSMEs (Risjon Sunge).

On the other hand, purchasing interest is something related to consumer plans to purchase a particular product and how much product is needed in a certain period. It can be said that purchasing interest is a mental statement from consumers to reflect the plan to purchase a number of products with a particular brand. This is very necessary for marketers to determine consumer purchasing interest in a product being sold. Packaging is one of the spearheads in selling a product that protects and maintains the quality of an item or product during storage, distribution, or when displayed/exhibited on shelves or displays. Based on initial observations at the Flamboyan MSME in Gorontalo City, which has been established since 1977. Over time, consumer purchasing interest tends to decline due to a lack of innovation in product and product packaging design as well as the selling price of the product which is still relatively expensive. Therefore, consumers prefer to buy banana cheese chips products that are affordable and have a more attractive packaging design. The following is sales data from the Flamboyan MSME in Gorontalo City from 2020 to 2024.

**Figure 1.**

Graph of Total Product Sales Results

Flamboyan MSMEs in Gorontalo City 2021 – 2024

Based on the graph above, it can be seen that the total sales of banana cheese chips products at the Flamboyan MSME in Gorontalo City experienced sales instability or fluctuations. In 2020, with sales of 7,500,000, due to the Covid-19 pandemic, in 2021 the number of sales increased slightly to 9,900,000 because conditions had improved slightly, in 2022 the number of sales increased significantly to 23,400,000, in 2023 sales experienced a slight decline due to product packaging that was still less attractive to consumer buying interest and in 2024 experienced an increase again with the number of sales reaching 36,000,000 which was the highest total number, this was due to the renewal of new product packaging. A product is anything that is offered to customers from an exchange with marketers. Conceptually, a product is a subjective understanding of an item that can be offered as an effort to achieve sales goals by fulfilling consumer needs and desires in accordance with the competence and capacity of sales and market purchasing power.(Rahayu, 2023).

LITERATURE REVIEW

Consumer Purchase Interest

According to Tanata and Christian (2021), purchasing interest is a consumer's tendency to purchase a brand or take action related to a purchase, measured by the consumer's likelihood of making a purchase. Consumer purchasing interest can be achieved by conducting product promotions to attract consumers to purchase the product being sold. According to Priansa (2017:164), purchasing interest is a focus of attention on something accompanied by feelings of pleasure towards the item. Then, the individual's interest gives rise to a desire,



thus creating a feeling of conviction that the item has benefits, so that the individual wants to own the item by paying or exchanging it for money.

The definition of purchasing interest, according to Thamrin (2003:142) is part of the consumer behavior component in consumption attitudes, the respondent's tendency to act before the purchase decision is correct- properly implemented. It can be said that purchasing interest is a mental statement from consumers that reflects the plan to purchase a number of products from a certain brand. According to Durianto (2011), purchasing interest is the desire to buy a product. Purchasing interest will arise when a consumer is influenced by the quality and quality of a product, as well as information about a product.(Rahayu et al., 2021).

Product Packaging

According to Kotler and Keller (2019), product packaging encompasses all the processes involved in designing and manufacturing a product's container. Therefore, it can be concluded that product packaging is related to maintaining a product's quality, both in terms of aesthetics and safety.(Olivia Natania et al., 2024)

According to Angipora (2006) Packaging is all activities of designing and producing a product's wrapper because packaging has a very important function. Packaging can simply be defined as an object used to wrap or protect an item so that it is neat or clean. Setiadi (2005:46) Packaging has a very important function for an object used to wrap or protect an item so that it is neat or clean. It is concluded that Packaging is an activity carried out by a company to get good and attractive packaging for customers.

Price

According to Assauri (2014), price is the only element of the marketing mix that generates sales revenue, while the other elements are simply costs. Price can be a key factor in attracting consumers to a product, even if there is a slight price difference compared to competing products. Affordable price differences can attract buyers.

In economic theory, the concepts of price, value, and utility are interrelated. Utility is an attribute inherent in a good that enables it to fulfill the needs, desires, and satisfaction of consumers.(Alma Buchari, 2007). Price is a marketing tool used by an organization (marketing objectives). In the business world, price is a crucial factor influencing the marketing of a product. Price is always a primary concern for consumers when they are looking for a product.(Nur et al., 2022).



RESEARCH METHOD

In this study, the approach used is a quantitative approach using a survey method and an associative hypothesis type. The location used as the object of this study is the Flamboyan MSME located at Jl. Taman Pendidikan No. 03, Moodu, East City District, Gorontalo City. The population in this study is customers or consumers who have purchased cheese banana chips products at the Flamboyan MSME, Gorontalo City, whose number is unknown. This study uses a non-probability sampling technique because the population is unknown in number, and with Purposive sampling as a sampling technique with a sample size of 96 respondents. Data collection techniques use Observation, Questionnaires, Interviews and Documentation. Data analysis uses Multiple Linear Regression.

RESULTS AND DISCUSSION

Classical Assumption Test

Normality Test

The normality test aims to test whether in the regression method the dependent variable and the independent variable both have a normal distribution or not. The following are the results of the data normality test:

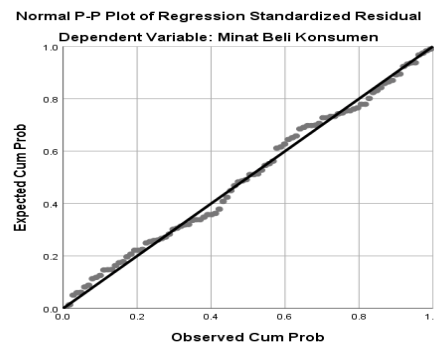


Figure 2.

Normal Probability Plot Test Results

Based on the data above, it can be concluded that the relationship between product packaging (X1), price (X2), and consumer purchasing interest (Y) shows that the data (points) are spread around the diagonal line. Therefore, based on the decision-making above, it can be concluded that the data in this regression meets the assumption of data normality.

Multicollinearity Test

Multicollinearity test is a form of testing for the assumptions of multiple linear regression analysis, the multicollinearity assumption states that independent variables must be free from symptoms of multicollinearity.

Ento et al.



Multicollinearity is said to occur if the correlation coefficient between independent variables is greater than 0.60 (other opinions: 0.50 and 0.90). Multicollinearity is said not to occur if the correlation coefficient between independent variables is smaller than or equal to 0.60 ($r \leq 0.60$) or in determining the presence or absence of multicollinearity can be used another method, namely by looking at the variance inflation factor (VIF). If the tolerance > 0.1 or the VIF value < 10 then it can be concluded that there is no multicollinearity.

Table 1.

Multicollinearity Test Results

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
Product Packaging	0.147	1,402
1. Price	0.147	1,402
A. Dependent Variable: Consumer Purchase Interest		

Source: Data Processed by SPSS 2025

The table above shows that the data does not show any symptoms of multicollinearity between each independent variable, namely by looking at the tolerance and VIF. So, the data above shows that each independent variable has a tolerance value greater than 0.1 and less than 10. Therefore, it can be concluded that the results of the data obtained during the field do not occur multicollinearity, and multicollinearity is met in this study.

Heteroscedasticity Test

This test is used in multiple regression equations to measure whether the residual variances from one observation are the same as those from another. Heteroscedasticity testing is performed using the Gleser test. The Gleser test is a test that regresses the absolute values of the independent variable residuals.

Table 2.

Results of Heteroscedasticity Test with Gleser Test

Coefficient					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	0,000	0.002		-0.184	0.855
1. Product Packaging	0.081	0.006	0.312	1,235	0.220



Price	0.023	0.111	0.052	0.207	0.836
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a. Dependent Variable: ABS_RES1

Source: Data Processed by SPSS 2025

Based on the data above, the results of the heteroscedasticity test show that the sig value of each independent variable is greater than 0.05, and Product Packaging has a sig value of 0.220, and Price has a sig value of 0.836. So, it can be concluded that there is no heteroscedasticity symptom in the variables of Banana Chips Product Packaging and Price on Consumer Purchase Interest.

Results of Multiple Linear Regression Analysis

By using the statistical tool SPSS for Windows version 10, the following calculation results were obtained:

Table 3.

Results of Multiple Linear Regression Analysis

		Coefficient				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
	(Constant)	-0.004	0.004		-1.233	0.221
1.	Product Packaging	0.862	0.111	0.722	7,739	0,000
	Price	0.464	0.118	0.230	2,464	0.016

a. Dependent Variable: Consumer Purchase Interest

Source: Data Processed by SPSS 2025

Based on the results of the multiple regression analysis in the table above, the coefficients for the independent variables $X_1 = 0.862$, $X_2 = 0.464$, and a constant of -0.004 are obtained, so the regression equation model obtained is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = -0.004 + 0.862X_1 + 0.464X_2 + e$$

So, from the equation above, it can be explained as follows:

- a. The constant value is negative, indicating that without the influence of product packaging and price variables, the consumer purchasing interest variable will have a value of -0.004 . The regression of variable Y on product packaging and price variables can only explain the value of Y on the possible variable X. Therefore, in this study, the constant value of -0.004 will be relevant when the coefficient values of variables X_1 and X_2 are not equal to zero.



- b. The regression coefficient value of the X1 Cheese Banana Chips Product Packaging is positive, namely 0.862. Because of this, if the X1 Cheese Banana Chips Product Packaging increases by one unit, it will increase the value of the X1 Cheese Banana Chips Product Packaging by 0.862.
- c. Meanwhile, the regression coefficient value of Price X2 is positive, namely 0.464. This means that if the value of Price X2 increases by one unit, it will increase the value of Price X2 by 0.464.

Partial Test Results (t-Test)

Table 4.

T-Test Results (Partial Test)

Variables	T Count	Significance
Product Packaging (X1)	7,739	0,000
Price (X2)	2,464	0.016

Source: Data processed by SPSS 2025

Based on the table above, the calculated t for the packaging of banana cheese chips product is 7,739, and the price is 2,464, so that to determine the t table, the t table statistic attachment is used using $\alpha = 5\%$ with $(df) n - 1$ or $96 - 2 - 1 = 93$, then the t table is 1,985. The results of the t-test are as follows:

1. Product Packaging (X1) shows that the calculated t-value for the banana cheese chips product packaging variable is 7.739, which is significantly greater than the t-table of 1.985. In addition, the significance value is 0.000, which is lower than the 5% significance level. Therefore, the first hypothesis is accepted. This means that the Banana Cheese Chips Product Packaging variable (X1) partially influences Consumer Purchase Interest.
2. Price (X2) shows that the calculated t-value for the price variable is 2.464, which is significantly greater than the t-table value of 1.985. Furthermore, the significance value is 0.000, which is lower than the 5% significance value. Therefore, the second hypothesis is accepted. This means that the price variable (X2) partially influences Consumer Purchase Interest.

Simultaneous Test Results (F Test)

Table 5.

F Test Results (Simultaneous Test)

ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Sig.



1.	Regression	784,196	2	392,098	44,735	0.000b
	Residual	815,137	93	8,765		
	Total	1599.333	95			
A. Dependent Variable: Consumer Purchase Interest						
B. Predictors: (Constant), Product Packaging, Price						

Source: Data processed by SPSS 2025

Based on the table above, it can be seen that the calculated F value is 44.735 with a significance level of 0.000. The significance value is smaller than 0.05, so the conclusion is that the calculated F (44.735) > F table (3.09). which means that the packaging of the cheese banana chips product and the price together have a significant effect on consumer purchasing interest.

Results of the Determination Coefficient Test

The results of the determination coefficient test can be seen in the table of Adjusted R Square values in the multiple regression analysis as follows:

Table 6.

R2 Determination Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.700a	0.490	0.479	4,735
A. Predictors: (Constants), Product Packaging, Price				
B. Dependent Variable: Consumer Purchase Interest				

Source: Data Processed by SPSS 2025

Based on the table above, the coefficient of determination has an R Square of 0.490. This result means that 49% of consumer purchasing interest (Y) can be explained by the independent variables, namely the packaging variable for banana cheese chips (X1) and price (X2). While the remaining (100% - 49% = 51%) is explained by other variables outside the variables described in this study.

Discussion

Exploratory interest reflects consumers' desire to learn more about a product before deciding to purchase. The desire to find out information about the banana and cheese chips product from the Flamboyan MSME, which is examined before making a purchase, includes finding out the product's composition, production method, and other advantages. In this case, before purchasing banana and cheese



chips, consumers must thoroughly research and read reviews from others before deciding to buy a product.

It can be concluded that the influence of cheese banana chips product packaging and price on consumer purchasing interest in Flamboyan MSMEs in Gorontalo City has a significant influence in influencing consumer purchasing interest, attractive, informative, and functional packaging can increase the attractiveness of cheese banana chips products in the eyes of consumers, while competitive prices and in accordance with the perceived value of the product also encourage consumer purchasing interest. In this case, the packaging of cheese banana chips products in Flamboyan MSMEs has good packaging and strong competitiveness.

From the description of the four indicators above, it can be concluded that, based on the answers from the respondents, researchers can conclude that the indicators of consumer purchasing interest are the referential interest indicators that are more dominantly chosen by consumers. Researchers conducted calculations by finding the average of each respondent's answer. In this case, a more dominant referential interest reflects a higher level of satisfaction and loyalty, and encourages consumers to recommend the product to others as a form of appreciation or trust in the product. Meanwhile, transactional interest is not dominant because the transaction process is considered adequate and is not a top priority for consumers. Preferential interest is also not dominant in value because it is less prominent, less defined, or only appears in certain contexts. And exploratory interest is not dominant because consumers are more likely to stick with products they have used for a long time and feel no need to try new things again.

This research is supported by previous research, namely (Kasih et al., 2023) entitled the influence of packaging, price, and product quality on consumer buying interest mixue. The results of the study show that packaging, price, and product quality together (simultaneously) have a positive effect on consumer buying interest. The difference between the researcher's research and previous research is in terms of research variables; the researcher focuses more on certain variables, such as product packaging, price, and consumer buying interest. While previous research focuses more on the scope of additional variables such as product quality, purchasing decisions, promotions, consumer loyalty, product determinants, and product variations, variables that are not examined in this study. In terms of research objects, the researcher studied Flamboyan MSMEs



located in Gorontalo City. While previous research examined MSME locations outside Gorontalo City.

In terms of respondents, the researchers used 96 respondents from Flamboyan MSME consumers in Gorontalo City, using a quantitative approach and multiple linear regression analysis. Previous research used larger samples from outside Gorontalo City. This difference indicates that the current research has a narrower or different focus in terms of variables and context compared to previous research, which tends to be broader or specific to additional variables in certain aspects.

CONCLUSION

Based on the results of research on the Influence of Cheese Banana Chips Product Packaging and Price on Consumer Purchase Interest in Flamboyan MSMEs in Gorontalo City, the following conclusions can be drawn: 1) Hypothesis testing in the t-test (partial test) shows that the product packaging variable has a positive and significant effect on consumer purchase interest because the calculated t value is greater than the t-table, this indicates that an attractive, informative, and aesthetic packaging design is proven to be able to increase consumer perceptions of cheese banana chips products, so that it can encourage consumer purchase interest in Flamboyan MSMEs in Gorontalo City. 2) Hypothesis testing in the t-test (partial test) shows that the price variable has a positive and significant effect on consumer purchase interest because the calculated t value is greater than the t-table, this indicates that affordable prices and in accordance with the perceived value of the product, can increase consumer purchase interest in cheese banana chips in Flamboyan MSMEs in Gorontalo City. 3) It can be concluded that the F test (simultaneous test) shows that product packaging and price simultaneously affect consumer purchasing interest because the calculated F value is greater than the F table, meaning that the combination of attractive packaging design and affordable prices according to product quality is an important strategy in increasing consumer purchasing interest in Flamboyant MSMEs in Gorontalo City.

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