



The Influence of Product Quality, Packaging Design and Logo on Purchase Decisions at Kopi Pawon Nusantara Jakarta

Putri Rahmawati^{1*}, Prawoto²
Universitas ASA Indonesia

Corresponding Author: Putri Rahmawati putrirahmawati2345@gmail.com

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ABSTRACT

This research aims to understand the influence of product quality, packaging design, and logo on purchase decisions at Kopi Pawon Nusantara Jakarta. The population that serves as the subject of this research is the customers at Kopi Pawon Nusantara Jakarta. The method used is accidental sampling, where a sample of 130 respondents is involved in this study. Data collection is carried out through the use of a questionnaire using a Likert scale that has been tested for validity and reliability. Data analysis is conducted using multiple linear regression analysis. To examine the overall results, hypotheses are tested using the F-test, while the T-test is used to examine individual results. The findings of this research indicate that product quality, packaging design, and logo, both partially and collectively, have a significant influence on purchase decisions.

INTRODUCTION

In the current era of business development, especially in the service sector such as cafes, restaurants, and coffee shops, there is very tight competition. These places are often visited by various groups to gather with friends and family for meetings with colleagues. Coffee is a drink that is in great demand by various groups because of its distinctive taste and aroma.

In facing this competition, entrepreneurs compete with each other to gain competitive advantage. A good and efficient sales strategy is very important in facing the current era of competition. Businesses are required to know consumer behavior in the market and offer quality products. With this understanding, companies can understand how consumers make purchasing decisions for goods or services.

Marketing is the process of creating value and building relationships with customers. The company strives to meet customer needs, deliver superior value and build effective communications. Strong relationships with customers are important to achieve long-term loyalty, recommendations, and profits. With market analysis and the right marketing strategy, companies can achieve a competitive advantage (Kotler, 2002). Marketing involves interaction between companies and customers and aims to ensure that customers make exchanges with companies (Blythe, 2005).

The sellers try to create quality products in marketing activities to make a difference between them and other coffee shops. Therefore, coffee shops need to know or have people who are experts in the field of making coffee to create quality products. Product quality and improvement are important part of marketing strategy (Kotler, 2002).

Kopi Pawon Nusantara is a service business that has been operating since 2017. The marketing concept of this coffee shop is to offer various types of coffee and non-coffee drinks at affordable prices but still of good quality. Kopi Pawon Nusantara experiencing intense competition in the coffee shop industry today and its management is required to give confidence to consumers. Kopi Pawon Nusantara has 30 outlets in Java Island such as Jakarta, Bekasi, Semarang, Cepu, Demak, and others. This coffee shop conveys to the public that enjoying quality coffee does not have to be expensive. This coffee shop is also known for its slogan "ENJOY COFFEE AT SAVE PRICE".

The purchasing decisions that will be made by prospective customers for a product are the taste of the drink, packaging design, logo, and the quality of the product itself. Packaging design is one of the key elements in a product's marketing strategy, because it is a visual aspect that consumers will recognize and seek (Ambrose & Harris, 2018). Consumers make purchasing decisions by considering product quality. For sales to increase, the sales concept must be applied to compete with other coffee shops. Consumer purchasing decisions are influenced by the preferences of the main choice of goods, but there are two factors that influence the desire to make a purchasing decision (Kotler, 2002).

Theory Review and Hypothesis Development

Product quality

Quality is the most important part of product improvement activities, strong quality improvements can encourage companies to remanufacture when introducing new products (Gendao et al., 2018). Products offered to meet all customer needs (Firmansyah, 2018). Product quality is a very important competition to be a complex and multiphase concept (David A, 1996). Kotler & Armstrong (2008) Product quality is a characteristic of a product or service that greatly influences its ability to satisfy customer needs. Product quality has indicators: bitter taste, sweet taste, taste intensity, coffee aroma, acidity, and temperature (Bravo-Moncayo et al., 2020).

Product quality is one of the main positioning tools in marketing products to get customer satisfaction (Philip Kotler, 2016). David (1996) states that purchasing decisions are processes in which consumers make decisions to buy a product based on their assessment of the quality of the product. Previous research conducted (Karamoy et al., 2021; Luthfia & Maya, 2022) states that product quality has a very positive effect on purchasing decisions. So the researchers proposed the following research:

H1: Product quality has a positive effect on purchasing decisions.

Packaging

Packaging refers to design to differentiate a product from other products and good packaging design must also require designers to pay attention to visual communication design and show good visual effects for products (Zhang, 2022). Packaging design on the other hand consists of dots, lines, planes, shapes and colors, for the design process must be in accordance with design principles consisting of composition arrangement doctrines such as harmony, proportion, balance, and rhythm (Ritnamkam & Sahachaisaeree, 2012). Ambrose & Harris (2018) Packaging can be seen in four different ways: as a means of protecting the product, as a contributor to a product's cost, as a canvas for promoting the product, and as an aid in dispensing at the point of sale.

Blythe (2005) Packaging design is the packaging of products whose packaging can convey its benefits, the purpose of packaging is to protect its contents from the outside environment and packaging also has the following functions: to inform customers, to meet information requirements in law, to assist in product use. Previous research Asmoro & Tuti (2023) stated that the purchase decision on packaging refers to the influence that product packaging has on consumer buying behavior. Packaging plays an important role in influencing consumer perceptions of the quality, value and usability of a product and states that packaging has a very positive influence on the decision

of a product buyer. So the researchers put forward the second hypothesis as follows:

H2: Purchase decisions have a positive effect on packaging.

Logo

The company defines itself and the concept is the most important stage in designing a logo. A logo represents a company, product or service by using letter and image elements that do not reflect the logo designer but must reflect the company or product selected, or designed according to the institutional content. (Sakici & Ayan, 2012). The logo is a very clear graphic element that allows it to differentiate from other companies (George et al., 2012). Creating a logo is not an event, but a consequence of a specific analysis, regarding geometric shapes, colors, various signs, and symbols that exist in a company and products. The logo design stage has two very important stages in defining a logo, namely research and graphics, therefore a logo designer must know about the field of action and the intended theme so that he can develop a high-level work and not copy according to a known pattern. (George et al., 2012).

George et al (2012) define the attributes and functions of the logo: Its characteristic comes from its flexibility which is reflected in many supporting goods, such as paper, plastic, textile, metal, etc. The logo attributes must also ensure a strong identity of the company's products and services, the logo must be: Legible - very good writing, coherent - clear, and easy to understand, adaptable - designed in horizontal and vertical formats, reproducible easy to copy, black and white or colorful, memorable - not easily forgotten, timeless - meaning enduring, and simple to be easily recognized. Previous research by Arnianti et al (2020) stated that the purchase decision for a logo refers to the impact that a brand logo has on consumer purchasing decisions. The logo is an important element in branding and brand identity and reveals the hypothesis that the logo has a very positive effect on purchasing decisions. So the researcher proposes the 3rd hypothesis as follows ;

H3: Logo has a positive effect on purchasing decisions.

Purchasing decision

Purchasing decision making is an important activity in business, service, manufacturing, and product selection (Aliyeva, 2017). Purchasing decisions involve consumer preferences in choosing among available brands and forming intentions to buy the most preferred brand (Kotler, 2002). The stages of the buying decision process include problem recognition, information search, alternative evaluation, and purchase (Kotler, 2002). Previous studies have shown a positive and significant effect of product quality on purchasing decisions (Adîr et al., 2014). Research also states that packaging design has a positive and significant influence on purchasing decisions (Liu et al., 2021), while other research shows that there is a significant influence of the logo on purchasing decisions (Arniati et al., 2020).

Based on this background, can concluded that product quality, packaging design, and logo are important factors in making purchasing

decisions. If the company is able to present quality products, attractive packaging designs, and effective logos, it will influence consumer preferences to buy these products. Therefore, this study proposes the following hypothesis:

H4: Product quality, packaging design, and logo together influence purchasing decisions.

CONCEPTUAL FRAMEWORK

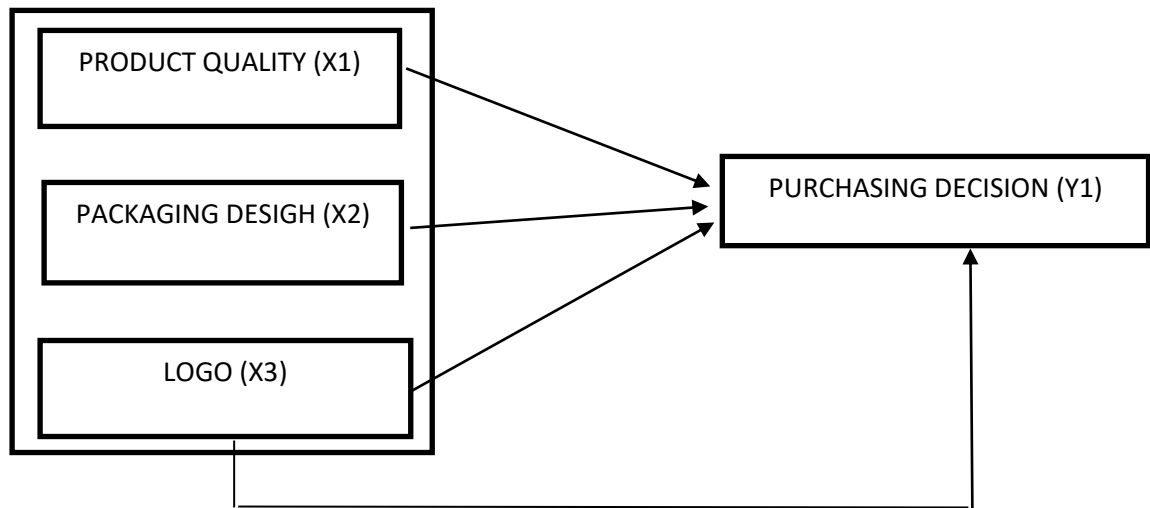


Figure 1. Conceptual Framework

Research Hypothesis

H1: Product quality has a positive effect on purchasing decisions at Kopi Pawon Nusantara.

H2: The purchase decision influences positively the packaging at Kopi Pawon Nusantara.

H3: Logo has a positive effect on purchasing decisions at Kopi Pawon Nusantara

H4: Product quality, packaging and logo have a joint effect on purchasing decisions at Kopi Pawon Nusantara.

METHODOLOGY

This study uses quantitative analysis as a method of data analysis using multiple linear equations. There are two variables used in this study, namely the independent variable (free) and the dependent variable (tied). The independent (free) variables in this study include Product Quality (X1), Packaging Design (X2), and Logo (X3), while the dependent variable (tied) is Purchase Decision (Y1). The purpose of this quantitative research is to develop and use mathematical models and test hypotheses related to natural phenomena. In this study, data will be collected using a questionnaire that will be given to 100 respondents who are buyers of Kopi Pawon Nusantara and willing to fill out a questionnaire as a research sample. The questionnaire will be used to collect data on the factors that influence the purchase decision of

visitors. The quantitative method is also known as the positivistic method because it is based on the philosophy of positivism (Sugiyono, 2013). This method is also included in the confirmative method, because it is used to test hypotheses and obtain empirical evidence.

Population

Population refers to the generalization area which includes objects that have certain quantities and characteristics that can be determined by researchers to study and draw conclusions (Sugiyono, 2013). The population does not only mean the amount determined by the researcher to be studied, but also includes all the characteristics or properties possessed by the object or subject. In this study, the population used is people in the city of Jakarta who have visited Kopi Pawon Nusantara.

Sample

The sample refers to a portion of the number and characteristics possessed by the population (Sugiyono, 2013). In a situation where the population is very large, it is impossible for the researcher to study all the elements in the population due to limited funds, manpower and time. In this study, the sample used was the people who were visiting by Kopi Pawon Nusantara in Jakarta. Sampling was carried out using the probability sampling technique, in which every member of the population has the same opportunity to be selected as a sample. Meanwhile, the non-probability sampling technique was used by the accidental sampling technique.

RESULTS AND DISCUSSION

Deskripsi Respondent

Based on the data that has been collected, the respondent's data is obtained below.

Tabel 1. Profile Responden

Demografi Respondentamong	Frekuensi	Persentase (%)
Gender		
Men	39	39
Woman	61	61
Total	100	100%
Age		
<20 Years	5	5
20 – 30 Years	70	70
31 – 40 Years	21	21
>40 Years	4	4
Total	100	100%
Profession		

Mahasiswa/i	6	6
Pegawai Swasta	64	64
WiraSwasta	6	6
Lainnya	24	24
Total	100	100%
<hr/>		
Study		
SMA	79	79
D3	2	2
S1	15	15
S2	2	2
Other	2	2
Total	100	100%
<hr/>		
Number of Visits		
<2 times	50	50
2-3 tomes	26	26
4-5 times	14	14
>5 times	6	6
Total	100	100%

From the table above, it can be seen that the majority of respondents in this study were women with a frequency of 61 people and 39 men. In the age range most of the respondents were between 20-30 years with a frequency of 70 people, 31-40 years of 21 people, and the remaining 9 people were in the age range <20 years (5 people) and > 40 years (4 people). In the work section, the majority of respondents are private employees with a frequency of 64 people, private entrepreneurs are 24 people, students are 6 people, and the remaining 24 respondents are in other categories. For the education section, the majority of respondents were high school students of 79 people, 15 people were in the S1 class, 2 were Masters students, and the remaining 2 people were D3 students. The number of visits by the majority of respondents was < 2 people by 50 people, 2-3 visits by 26 people, 4-5 visits by 14 people, and > 5 visits by 6 people.

Classic Assumption Test
Normality test

Tabel 2. Normality test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.04772945
Most Extreme Differences	Absolute	.067
	Positive	.067
	Negative	-.065
Test Statistic		.067
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

The normality test is carried out to test whether the data is normally distributed or not. The normality test uses the One-Sample Kolmogorov-Smirnov Test with a value limit of >0.05. Judging from the data above, the significance value in the Kolmogorov-Smirnov table is 0.200, which can be concluded that the data is normally distributed. The data normality test has been fulfilled.

Heteroskedastisitas Test

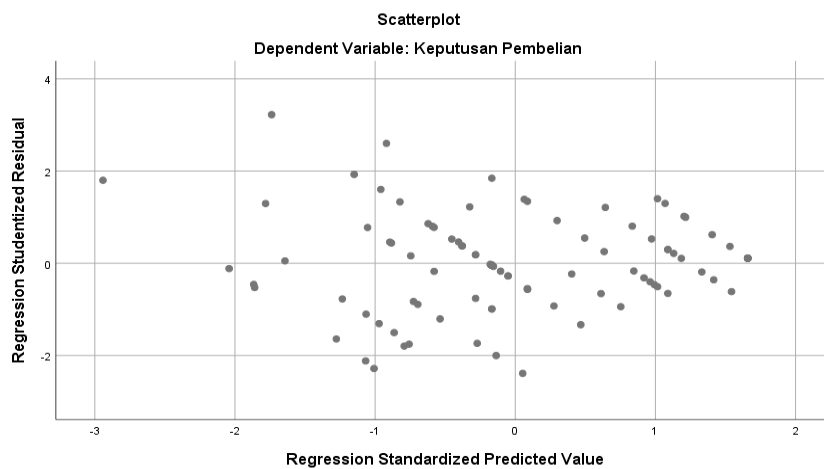


Figure 2.Heteroscedasticity

Based on the picture above the pattern of the dots is unclear and irregular, and the dots are above and below the value 0 on the y-axis. So, it can be said that there is no heteroscedasticity problem in the data.

Multikolinearitas Test

Tabel 3. Multikolinearitas test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product Quality	.462	2.164
	Packaging Desigh	.446	2.242
	Logo	.472	2.120

Dependent Variable: Purchasing decision

The test was carried out on multiple regression analysis between independent variables by having a good regression model there should be no correlation between the independent variables. Judging from the table above, this test can be seen from the tolerance value with a limit value of <0.1 and a VIF value of >10 . It can be concluded that all variables get tolerance values <0.1 , and VIF values >10 . So, the data does not have symptoms of multicollinearity.

Uji Linieritas

Tabel 4. Linerity test

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
Purchasing decision *	Linearity	351.548	1	351.548	209.529	.000
Product quality						
Purchasing decision *	Linearity	292.094	1	292.094	140.792	.000
Packaging Desigh						
Purchasing decision *	Linearity	363.717	1	363.717	219.293	.000
Logo						

Linearity test using ANOVA Table with a significant value <0.05 . Of the three variables, it has a significance value of <0.05 , which can be concluded that product quality, packaging design and logo have a linear relationship. It can be concluded that the linearity test is fulfilled.

Multiple Linear Regression Model

Tabel 5. Multiple Linear Regression Model

Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients
Model		B	Std. Error	Beta
1	(Constant)	.698	.809	
	Product Quality	.267	.045	.401
	Packaging Desigh	.178	.077	.158
	Logo	.243	.036	.446

a. Dependent Variable: Purchasing decision

From the table above it is found that the resulting regression model is: purchase decision = 0.698 + 0.267 (product quality) + 0.178 (packaging design) + 0.243 (logo).

F Test

Tabel 6. F Test

ANOVA^a							
Model		Sum of Squares	df	Mean Square	F	Sig.	R ²
1	Regression	437.324	3	145.775	128.772	.000 ^b	
	Residual	108.676	96	1.132			
	Total	546.000	99				80,1%

a. Dependent variable: Purchasing decision

b. Predictions: (Constant): Product Quality, packaging desigh, logo.

The F-test was conducted to determine the simultaneous effect of product quality, packaging design and logo variables on purchasing decisions. Based on a significance value of 0.000 > 0.05, it can be concluded that there is an influence between product quality, packaging design, and logo on purchasing decisions simultaneously. After that, the coefficient of determination is 80.1%, which means that the independent variables affect the independent variables by 80.1%, while the rest are influenced by other variables.

Uji T

Tabel 7. T-test

Coefficients^a			
Model		t	Sig.
1	(Constant)	.863	.390
	Product Quality	5.993	.000
	Packaging Desigh	2.311	.023
	Logo	6.720	.000

a. Dependent variable: Purchasing decision

The t-test was conducted to test the effect of the independent variables on the dependent variable partially. The t-test can be seen from the significance value with a value limit <0.05. It can be concluded from the table above, the

significance value of product quality is $0.000 < 0.05$, then H1 is accepted. For a packaging design significance value of $0.023 < 0.05$, then H2 is accepted. And finally, for a logo significance value of $0.000 < 0.000$, then H3 is accepted. From the following theory, all independent variables have a partial influence on the dependent variable.

CONCLUSION AND RECOMMENDATION

Research shows that product quality has a positive influence on purchasing decisions at Kopi Pawon Nusantara. This shows that consumers tend to be more inclined to buy a product if they believe that the product has good quality. Even though it is not specifically stated in the conclusion that you provide, we can assume that research shows that packaging design has a positive influence on purchasing decisions at Kopi Pawon Nusantara. An attractive packaging design that matches the brand image can increase product attractiveness and influence consumer purchasing decisions. Research concludes that the logo has a positive influence on purchasing decisions at Kopi Pawon Nusantara. A strong and easily recognizable logo can help build a positive brand image, which in turn influences consumer purchasing decisions. The study also concluded that product quality, packaging design, and logos jointly influence purchasing decisions at Kopi Pawon Nusantara. This shows that these three factors are interrelated and have an important role in shaping consumer purchasing preferences. Thus, from these conclusions, it can be concluded that product quality, packaging design, and logos have a positive influence on purchasing decisions at Kopi Pawon Nusantara Jakarta. Therefore, the management of Pawon Nusantara Coffee can focus on improving these aspects in order to increase product attractiveness and influence consumer purchasing decisions.

As for suggestions that can be submitted in this study in order to improve product quality, packaging design and logo on purchasing decisions at Pawon Nusantara coffee Jakarta and As for the research that is used in the reference used as a basis for providing suggestions (Sucipto et al., 2021) as follows: 1. Companies can focus on continuously improving the quality of their products. This can be done through improved raw materials, better production processes and rigorous quality testing. By improving product quality, companies can strengthen consumer confidence and improve purchasing decisions. 2. Attractive Packaging Design: It is important to design product packaging that is attractive and in accordance with the brand image. Consider using design elements that catch the eye of consumers, focusing on clear use of colors, logos and information. Attractive packaging design can increase product appeal on shelves and influence purchasing decisions. 3. A Logo with a Strong Identity: Companies need to ensure that their logo has a strong identity and is easily recognized. Consider updating or strengthening your company logo to reflect brand values and appeal to consumers. A strong logo can help build a positive brand image and influence purchasing decisions. 4. Integrated Marketing Strategy: In addition to paying attention to product quality,

packaging design and logo, companies must also pay attention to an integrated marketing strategy. Use multiple marketing channels, such as social media, website and offline promotions, to deliver a consistent brand message to consumers. Effective marketing strategies can increase brand awareness and influence purchasing decisions (Harsanto, M.Sn. & Jakti, 2021). 5. Consumer Research and Feedback: Conduct follow-up research and collect feedback from consumers on a regular basis. This will help companies better understand consumer preferences and needs. By understanding consumers, companies can make necessary improvements and continue to optimize the factors that influence purchasing decisions (Lidya & Pasaribu, 2018).

ADVANCED RESEARCH

This research still has limitations so that further research is still needed on this topic.

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