



## SATISFACTION WITH PACKAGING AND PRICE TO PURCHASE DECISION AND REPURCHASE INTENTION

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### ABSTRACT

Customers use their purchasing decision as a barometer when choosing items and as a catalyst for further purchases. This study determined how packaging and pricing satisfaction affected consumers' decisions to buy and their willingness to do so again. With the use of Smart PLS, this study analyzes structural equation models. 184 respondents were shoppers who made purchases in December 2022, as determined by the incidental sampling approach. The findings indicate that price satisfaction affects the choice and desire to buy again. However, the packaging only influences the choice to buy and does not influence the urge to make more purchases. The urge to make another buy is influenced by the outcome of the purchasing choice.

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## INTRODUCTION

In this contemporary period of fierce corporate competition, where Indonesia's beverage industry is expanding quickly, enterprises must innovate. Business people have begun to consider the best approach to persuade customers to appreciate and purchase our products, among them beverages. Actors in the beverage industry are currently seen everywhere, including roadside and in stores. The competition in the beverage industry is increasing because there are so many companies. Business actors must pay attention to several aspects that can influence a consumer's choice to buy an interest in repeat purchases to enhance sales. A consumer's choice to buy a specific product is based on their top choice (Kotler & Keller, 2016)

Packaging is one of the many things that can influence a consumer's buying decision. Dhurup et al. (2014) explain that packaging is the wrapping or packing of a product. If the packaging is designed properly, it can enhance brand loyalty and sales because it is the first aspect of a product that a customer sees. Packaging can improve people's perception of a brand, catch their attention, and shape their opinions of the goods Rundh (2005). Setiawati & Rudolf (2017) found that most individuals believe that a product's packaging can influence a purchasing choice. Previous studies have demonstrated that product packaging significantly influences consumers' purchase decisions. Combining information to assess multiple alternative behaviors and selecting one is the process of making a purchase decision (Peter

& Olson, 2010). Consumers will decide to buy after receiving the necessary information. After completing a purchase, the satisfaction they experience will serve as a pointer for future purchases.

Price satisfaction is one of a consumer's considerations when choosing a product, in addition to packing. Customer satisfaction with prices can impact a company's success and ability to compete (Boniface et al., 2012). The consumer will buy something more in the future if they are happy with the price. Nurbaniyah & Tuti (2022) discovered that price satisfaction impacts consumers' purchase choices. Price satisfaction is one element that encourages customers to trust a brand and want to make additional purchases. After making the first purchase and making a good impression of the goods being offered, a customer may be interested in being repurchased. Hellier et al. (2003) state that based on a consumer's expectations, repurchasing is when a consumer desires to acquire a previously purchased good or service. Consumers will buy more products if they are satisfied with the price, leading to repeat purchases.

The results of an earlier study by Nurbaniyah & Tuti (2022) revealed the relationship between price satisfaction and purchasing choices, showing that price satisfaction does not affect purchasing decisions. With the addition of a repurchase intention dependent variable, the authors of this study investigate how price satisfaction affects purchase decisions both directly and indirectly.

## LITERATURE REVIEW

### **Packaging**

Packaging is the process of wrapping an object or a collection of products. Packing is the process of designing and creating a product's container, wrapper, or packaging. Packaging design is a field that combines elements of shape, structure, materials, colors, graphics, typography, and design to promote products. Packaging design considers enclosing, covering, shipping, dispensing, storing, identifying, and differentiating the product in the market (Klimchuck & Krasovec, 2006).

Packaging can improve brand perception, draw customers' attention, and affect how they perceive the product (Rundh, 2005). Additionally, packaging contributes to a product's distinguishing value (Underwood, 2003). Packaging also serves as a technique for differentiating a product from a range of similar products, which helps consumers decide which product to purchase. Packaging can also influence consumer purchasing behavior (Wells et al., 2007). A major problem today is product packing. Packaging today serves as a marketing tactic and draws customers' attention. It also serves as a container to wrap food and beverage items to protect them from dirt, dust, air, impact, and sunlight. Liang et al. (2022) argue that packaging is a marketing communication tool that can affect how customers perceive a product and assist customers in making decisions about various goods. Package components include size, color, material, form, image, brand logo, and label (Kotler, 2002).

Indrasari (2019) claims that by actively participating in the decision-making process when buying a thing, the purchase decision is an action of a person. According to research findings, product packaging affects consumers' decisions to buy (Adihardyanto & Zuhdi, 2015; Setiawati & Rudolf, 2017). The hypothesis proposed in this study is:

- H<sub>1</sub>: There is a direct effect of packaging on purchasing decisions
- H<sub>2</sub>: There is a direct effect of packaging on repurchasing decision
- H<sub>3</sub>: There is an indirect effect on repurchasing decisions through purchasing decisions.

### **Price Satisfaction**

Boniface et al. (2012), price satisfaction is one aspect that impacts how well a company performs in a competitive environment. In addition, price satisfaction has an impact on a company's success. Price value, price fairness, price transparency, price reliability, and relative prices can all be viewed as components of the complex composition known as price satisfaction (Matzler et al., 2006). Meanwhile, Jang & Ratchford (2017) indicates that consumers who spend a long time looking may be able to locate lower costs since price satisfaction dominates search time. Customers who shop around longer may discover reduced pricing since satisfaction levels affect search duration. Zielke (2008) said the definition of price satisfaction as an emotional response is based on the interaction between cognitive and affective mental processes, which are sparked and activated by certain experiences. Boniface et al.

(2012) clearly state that price is the single factor that has the most impact on an organization's success and competitiveness.

Firmansyah (2019) argues that a safe purchasing selection is made when making a purchase. One thing that draws a buyer is their contentment with the price permitted to them, among other things. Results from earlier studies show that price satisfaction influences buying decisions (Nurbaniyah & Tuti, 2022). A desire to repurchase the product once the customer does Abu Bakar et al. (2018). Regarding earlier studies' findings, price satisfaction affects repurchasing (Runaika & Nizam, 2020). The hypothesis proposed in this study is:

H4: There is a direct effect of price satisfaction on purchasing decisions

H5: There is a direct effect of price satisfaction on repurchasing decision

H6: There is an indirect effect of price satisfaction on repurchasing decisions through purchasing decisions.

### ***Purchase Decision***

A consumer can be said to have made a buying decision when they choose to purchase a product from a particular brand (Kotler & Keller, 2016). Sudarsono et al. (2020), a purchase decision is a coordinated procedure that integrates data to assess multiple options and select one. According to Firmansyah (2019), purchasing decision is the process of combining knowledge to evaluate two or more alternative behaviors and choosing one of them (Peter & Olson, 2010). Meanwhile, another definition says that to choose a secure purchasing option,

make a buying decision. Decisions made when buying anything can also be seen as personal actions closely related to those decisions (Indrasari, 2019a). Consumer decision-making phases include problem recognition, information search, assessment of various alternatives, purchase decisions, and post-purchase evaluation (Karimi et al., 2015). According to Abu Bakar et al. (2018), a client has a repurchase intention when they purchase a certain product from the same brand. The hypothesis proposed in this study is:

H7: There is a direct effect of purchasing decisions on repurchasing decisions.

### ***Repurchase Intention***

Repurchase intention is a client's choice based on an assessment of a prior service or product purchase. It plans to make from the same business or brand again, considering the customer's present circumstance and other options. (Setyorini & Nugraha, 2016). Hellier et al. (2003) argue that repurchasing is the desire of a consumer to acquire a previously purchased good or service. This action is based on the outcomes of a performance or service evaluation that has satisfied consumer expectations. Meanwhile, Abu Bakar et al. (2018) state that a customer buying a certain product from the same brand is said to indicate repurchase intention. Purchase intention is a dependent variable influenced by internal and external factors, including suggestions, values, and expected outcomes. Ndubisi & Moi (2005) repurchasing is related to the product's shelf life; repurchasing intention happens when customers purchase the same

brand and product. The following conceptual model is suggested in

light of the theory's above explanation:

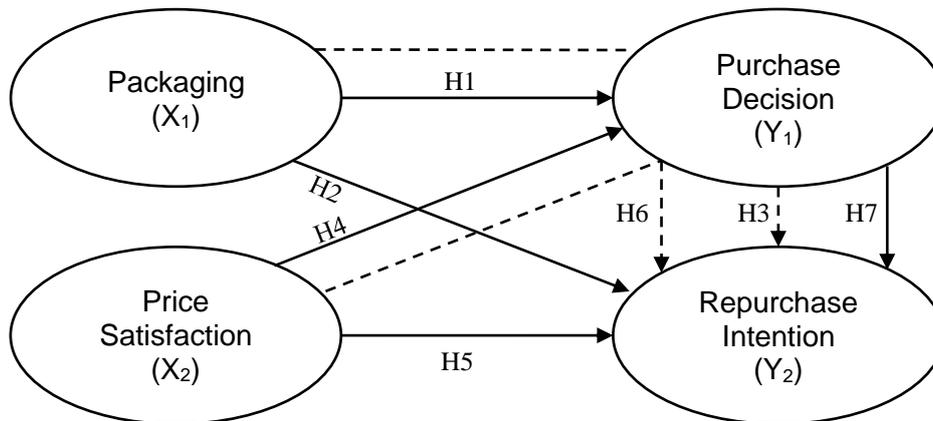


Figure 1. Conceptual Model  
Source: Data Processed by Author (2022)

### RESEARCH METHODS

To determine the respondent's impression of a question in the questionnaire, this study employs a quantitative method that involves performing a questionnaire filling a survey. The SEM approach was used to examine the data that will be gathered through questionnaires. As many as 184 respondents in this study were sweet drink clients who shop for sweet drinks in Cibubur between December 2022. This study used purposive sampling method as its sampling strategy. According to Sugiyono (2013), purposive sampling is a sampling strategy for a data source with a specific viewpoint. Packing, pricing for purchase choices, and repurchase intents are the

instruments employed. There are 18 indicators in this questionnaire. This research instrument was created by consulting the body of research on the construct under consideration. There are ten statements about packaging (Klimchuck & Krasovec, 2006), price satisfaction comprises eight statements (Matzler et al., 2006), purchase decision consists of nine items (Karimi et al., 2015), and five statements for repurchased upon withdrawal (Ndubisi & Moi, 2005). On a Likert scale, respondents gave their level of agreement with each topic, from (1) for strongly disagreeing to (5) for strongly agreeing

### RESULTS AND DISCUSSION

Table 1. Characteristics Of Respondents

Demographic Variables	Frequency	Percentage
Gender		
Man	48	26,1
Woman	136	73,9
Age		
<20 Years	35	19
21-30 Years	143	77,7
>40 Years	6	3,3

Demographic Variables	Frequency	Percentage
Status		
Student	108	58,7
Worker	60	32,6
Student	9	4,9
Housewife	7	3,8
Visit Frequency		
2-4 times	140	76,1
>5 times	44	23,9
Total	184	100

Source: Data Processed by Author (2022)

According to the respondents' demographics in the table above, 26.1% of respondents are men, while 73.9% are women. 40% were under the age of 20, 77.7% were between the ages of 21 and 30, and 3.3% were older than 40. Moreover,

58.7% of the population were students, 32.6% were employees, 4.9% were students, and 3.8% were stay-at-home moms. 76.1% of visitors have been there two to four times, while 23.9% have been there five or more times.

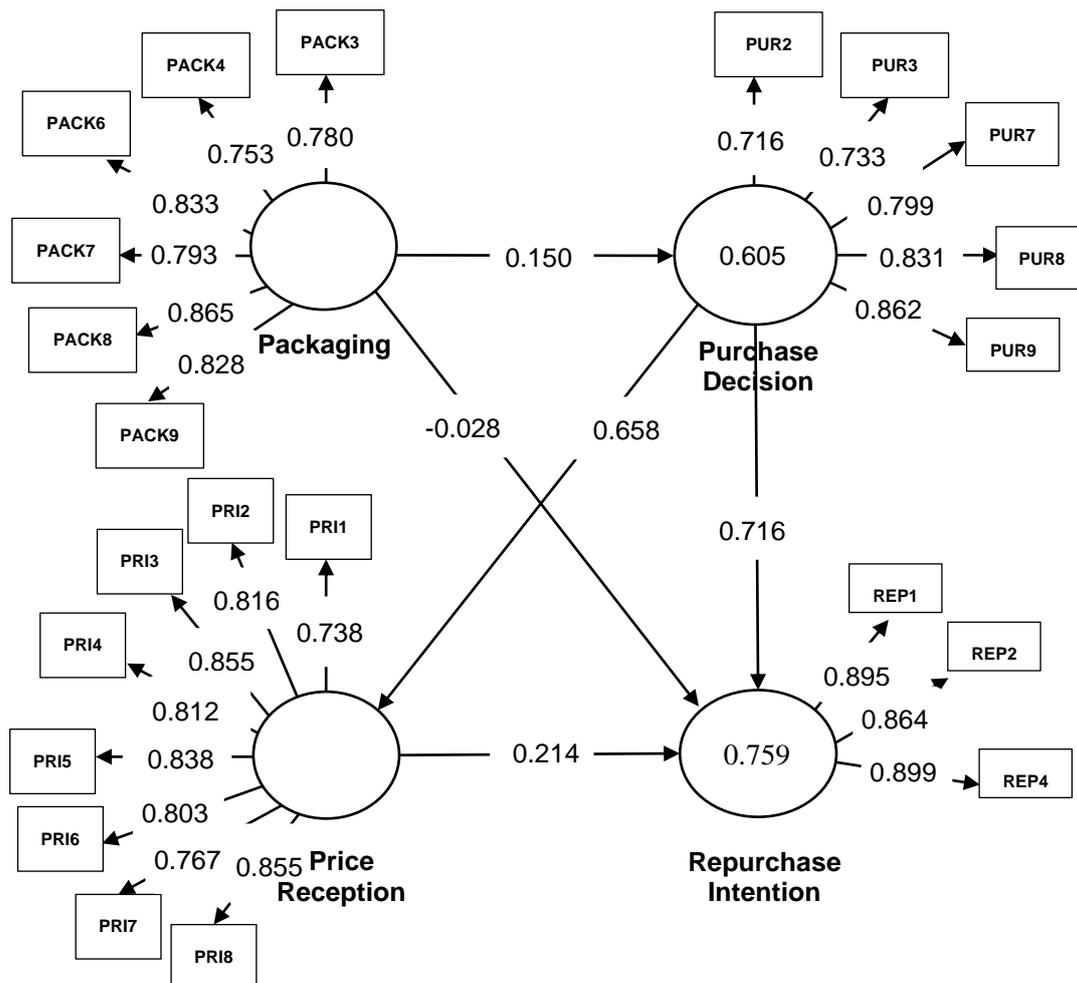


Figure 2. Conceptual Model  
Source: Data Processed by Author (2022)

Table 2. Measurement model evaluation

Variable	Indicator	Item	Loading factor	Reliability	AVE
Packaging	1. Size	KE 3	0,78	0,919	0,656
	2. Color	KE 4	0,753		
	3. Materials	KE 6	0,833		
	4. Shape	KE 7	0,793		
	5. Figure	KE 8	0,865		
	6. Brand marks and labels (Klimchuck & Krasovec, 2006)	KE 9	0,828		
Price Satisfaction	1. Value price	KH 1	0,738	0,939	0,658
	2. Reasonable price	KH 2	0,816		
	3. Price transparency	KH 3	0,855		
	4. Price is relative (Matzler et al., 2006)	KH 4	0,812		
Purchase Decision	1. Problem recognition	KP 2	0,716	0,892	0,625
	2. Information search	KP 3	0,733		
	3. Assessment as an alternative	KP 7	0,799		
	4. Purchase decisions	KP 8	0,831		
	5. Post-purchase evaluation (Karimi et al., 2015)	KP 9	0,862		
Repurchase Intention	1. Suggestion	MK 1	0,895	0,917	0,786
	2. Value	MK 2	0,864		
	3. The expected result (Ndubisi & Moi, 2005)	MK 4	0,899		

Source: Data Processed by Author (2022)

Packaging and price satisfaction are exogenous factors in the modeling, whereas purchasing choices and repeat purchases are used as endogenous variables. If the result for convergent validity falls into the excellent category and the outer loading value is greater than 0.05 (> 0.05), the indicator is deemed to fulfill the standards. According to the data in the graphic above, no variable indicator has an outside loading value lower than 0.05. All of the information is thus appropriate

for use in this study and can be used in future studies. Other techniques may be used to assess discriminant validity, such as looking at the Average Variant Extra (AVE) value in each indicator variable with the requirement that it have a value > 0.05 to obtain a good technique. The AVE values for the variables Packaging (X1), Price Satisfaction (X2), Purchasing Decisions (Y1), and repurchasing (Y2) may be observed from the findings of AVE data as having AVE values > 0.05.

Table 3. Discriminant validity- Formell Lacker

Variable	Packaging	Price Satisfaction	Purchase Decision	Repurchase Intention
Packaging	0,810			
Price Satisfaction	0,762	0,811		
Buying decision	0,651	0,772	0,790	
Rebuy	0,600	0,744	0,862	0,886

Source: Data Processed by Author (2022)

Table 3 shows the packaging variable has a value of 0.810, the price satisfaction variable is 0.811, the buy decision variable is 0.790, and the repurchase variable is 0.886. Each indication statement demonstrates that the latent construct under test has the highest loading factor value compared to

other latent constructs. As a result, discriminant validity is acknowledged as legitimate. The cross-loadings matrix is an additional method for evaluating discriminant validity. Results must have larger factor loadings than other constructions (Fornell, C., & Larcker, 1981).

Table 4. R-Square

Variable	R-Square	Adjusted R Square
Purchase Decision	0,605	0,601
Purchase Intention	0,759	0,755

Source: Data Processed by Author (2022)

The R-Square value (R<sup>2</sup>) measures how much influence the exogenous variables have on the endogenous variables. Table 4 shows the value of the R<sup>2</sup> purchase decision 0.605

and buy back 0.759. The point is that the purchasing decision variable affects repurchasing by 60.5% and 75.9%.

Table 5. F-Square

	Packaging	Price Satisfaction	Purchase Decision	Repurchase Intention
Packaging			0,024	0,001
Price Satisfaction			0,46	0,054
Purchase Decision				0,837
Repurchase Intention				

Source: Data Processed by Author (2022)

The F-Square value is used to gauge how strongly the exogenous construct variable impacts the endogenous variable. According to

table 5, pricing satisfaction has the largest effect size value F-Square = 0.054 on repeat purchases, and purchasing decisions have the

highest effect size value F-Square = 0.837 on repeat purchases. With a strong category, price satisfaction variables greatly impact buying decisions (F-Square = 0.460). In

contrast, packaging variables have the least impact on buying decisions (F-Square = 0.001) and the highest impact on buying decisions (F-Square = 0.024).

Table 6. Multicollinearity Test (VIF)

	Packaging	Price Satisfaction	Purchase Decision	Repurchase Intention
Packaging			2,383	2,44
Price Satisfaction			2,383	3,48
Purchase Decision				2,535
Repurchase Intention				

Source: Data Processed by Author (2022)

Based on VIF results, multicollinearity between the constructs was investigated. Table 6 shows that packaging predicts initial purchases (VIF = 2.383) and subsequent purchases (VIF = 2.440). Price satisfaction predicts first-time and repeated purchases (VIF =

2.383) and repurchases (VIF = 3.480). The latter is the choice to buy as a repurchase predictor (VIF = 2.535). The regression model may show multicollinearity if the VIF value is larger than 10 (> 10) and less than 0.1.

Table 7. Predictive Accuracy Test

Variable	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
Packaging	1.098.000	1.098.000	
Price Satisfaction	1.464.000	1.464.000	
Purchase Decision	915.000	577.387	0.369
Repurchase Intention	549.000	228.747	0.583

Source: Data Processed by Author (2022)

Predictive relevance is a test to show how well the observed values are generated using a blindfolding procedure by looking at the Q square value. If the Q square value is > 0, it can be said to have a good observation value, whereas if the Q

square value is < 0, it can be said that the observed value is not good. The findings of this study demonstrate a value > 0, and as a consequence, it is deemed to have a high predictive value.

Tabel 8. Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics ( O/STDEV )	P Values	Result
Packaging -> Purchase Decision	0,150	0,155	0,070	2,154	<b>0,032</b>	Accepted
Packaging ->	-0,028	-0,027	0,063	0,450	<b>0,653</b>	Rejected

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics ( O/STDEV )	P Values	Result
Repurchase Intention						
Price Perception -> Purchase Decision	0,658	0,656	0,070	9,409	<b>0,000</b>	Accepted
Repurchase Intention						
Price Perception -> Purchase Decision	0,214	0,211	0,087	2,449	<b>0,015</b>	Accepted
Repurchase Intention						
Purchase Decision -> Repurchase Intention	0,716	0,719	0,070	10,174	<b>0,000</b>	Accepted
Repurchase Intention						
Packaging-> Purchase Decision->	0,107	0,111	0,050	2,140	<b>0,033</b>	Accepted
Repurchase Intention						
Price Perception -> Purchase Decision -> Repurchase Intention	0,471	0,472	0,070	6,727	<b>0,000</b>	Accepted

Source: Data Processed by Author (2022)

If the p-values are less than 0.05 and the path coefficient value of the t-statistic is higher than the t-table of 1.96, the hypothesis can be accepted. The results indicate that the association between packaging and purchasing decisions has a t-statistic value of 2.154 (> 1.96) and a p-value of 0.032 (0.05), indicating that this hypothesis has a positive and substantial impact, making it the hypothesis that was tested first. The second hypothesis is rejected since the link between packaging and repurchasing has a t-statistic value of 0.450 (1.96) and a p-value of 0.653 (>0.05), indicating that there is no positive and significant impact. The third hypothesis is supported by a t-statistic value of 9.409 (> 1.96) and a p-value of 0.000 (0.05) for the association between price satisfaction and purchase choice. Additionally, this hypothesis is supported by the t-statistic value of 2.449 (> 1.96) and the t-value of 0.015 (0.05) for the association between price satisfaction and repurchase. Finally, the t-statistic value of 10.174 (> 1.96) and the t-

value of 0.000 (0.05) indicate that the association between purchase choices and repurchasing is acknowledged.

This study looks at the direct effects of packaging and pricing satisfaction on consumers' initial and repeats purchases. When expectations are satisfied, customer purchasing intent is realized. A customer will discuss and suggest portions of his visitation experience to others. Maintaining and enhancing packaging quality, aesthetics, and environmental comfort may be done from this large profit, giving customers the impression that their investment in time, money, and resources was worthwhile.

The findings indicate that packaging affects purchasing choices but have little bearing on repeat purchase intentions. In addition to serving as a brand symbol, packaging is one of the marketing techniques used by businesses to distinguish their products from those of competitors. As mentioned by Rundh that packaging can improve brand perception, draw customers'

attention, and affect how they perceive the product (Rundh, 2005), and ultimately will encourage consumer purchases. Packaging can also influence consumer purchasing behavior (Wells et al., 2007).

Klimchuck & Krasovec (2006) mention all aspects of packaging: enclosing, covering, shipping, dispensing, storing, identifying, and differentiating the product in the market. Packaging plays a crucial part in separating one product from another that is identical. Also, packaging serves as a symbol for the product so that customers can quickly recognize and recall it. In addition to the packaging, additional factors encourage customers to make further purchases. One of the contributing variables that encourages repeat purchases is the product's compatibility with customer tastes. Hellier et al. (2003) argue that repurchasing is the desire of a consumer to acquire a previously purchased good or service. This action is based on the outcomes of a performance or service evaluation that has satisfied consumer expectations.

As a result of subsequent findings, price satisfaction affects both purchase choices and repurchase intentions. When making purchases, price is a crucial consideration. While making a purchase, buyers consider several criteria, including pricing value, price justice, price transparency, price reliability, and price relative (Matzler et al., 2006). If a product's pricing is comparable to that of similar products and its quality is on par with the prices borne by consumers, it is said to be reasonable. Customers will search

for goods at costs comparable to the ones they have already paid. Fair rates are established for consumers to purchase (Nurbaniyah & Tuti, 2022) and repeat purchases. Jang & Ratchford (2017) indicates that consumers who spend a long time looking may be able to locate lower costs since price satisfaction dominates search time.

According to consumer behavior, deciding to buy a product is a crucial first step in determining whether a customer is happy or unhappy with it. According to Karimi (2015), buyers go through several steps before completing a purchase. Making comparisons between various items and deciding which one to select is one of the essential stages. At this point, the product must demonstrate its advantages over competing goods so that customers will choose it. Making a purchase is not the end goal for customers because the process inspires them to want to make other purchases after considering suggestions, values, and anticipated results (Ndubisi & Moi, 2005). Customers will be more interested in making a repeat purchase if they have a great experience after making a transaction. Furthermore, Ndubisi & Moi (2005) repurchasing is related to the product's shelf life; repurchasing intention happens when customers decide to purchase the same brand and product.

## **CONCLUSION**

The study's findings indicate that packaging affects buying decisions but does not impact repurchasing. The urge to repurchase is like the purchasing decisions' considerable

influence on repurchasing, and price satisfaction greatly impacts both. Because this study only used samples from one sweet drink brand, it is recommended that future research broaden the factors it examines to include more beverage brands.

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