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THE EFFECT OF PRICE, PROMOTION, AND PACKAGING TOWARDS PURCHASE INTENTION OF STACKS FOOD IN SURABAYA

Daniel Christian Lou
Universitas Ciputra, UC Town, Citraland, Surabaya 60219, Indonesia

Abstract: As the food and beverage industry is growing in Indonesia and businesses are getting more competitive and challenging. This research was conducted to understand the effect of price, promotion, and packaging towards purchase intention of Stacks Food. This research was conducted from September 2020 – December 2020. This research was conducted using the quantitative method and the Likert scale. The population of this research are those located in Surabaya with the minimum age of 16 years old. The sample size is 100 respondents selected using non-probability sampling and purposive sampling method. The data are then analysed with SPSS Statistics 26 using multiple regression analysis. The multiple regression analysis shows that price (Sig value = 0.004), promotion (Sig value = 0.002), and packaging (Sig value = 0.000) have significant influence towards purchase intention. Thus, it can be concluded that price, promotion, and packaging have significant influence towards purchase intention of Stacks Food in Surabaya.

Keywords: price; promotion; packaging; purchase intention

1. INTRODUCTION

As more businesses are created each year, managers and owners are facing difficulties in development due to fierce competition. Businesses will face various difficulties during the development stage and this could effect the business's ability to maintain its position in the market (Fatkhurahman et al., 2019). When being in the level of competition amongst businesses, it is important to set yourself apart from those that exist in the market. Table 1.1 indicates that food and beverage industry is one of the sectors which consist of small and medium

*Corresponding Author.
e-mail: dchristian06@student.ciputra.ac.id

scale industry giving a large contribution to the national economy through investment, employment, and export value (Winahyu, 2019). This brings positive impact to the national economy, but it also challenges businesses to enter and survive in the market. The food and beverage industry will certainly grow in demand as it is one of human being's basic necessities. On the other hand, in order to survive in the industry, businesses need to bring innovation and uniqueness of the product into the market as this can make the business stand out amongst other competitors in the industry (Comm & Mathaisel, 2018).

Table 1 Indonesia Industry Sectors 2019

Industry Sectors	Quantity (in USD)
Food industry	US $10,56 Billion
Bare metal industry	US $6,52 Billion
Chemical industry and chemical products	US $5,38 Billion
Fashion industry	US $3,55 Billion
Paper and paper goods industry	US $3 Billion

Source: Winahyu (2019)

Stacks Food was created in the food and beverage industry in July 2018. Stacks Food serves sandwiches based on pre-order dates and is located in

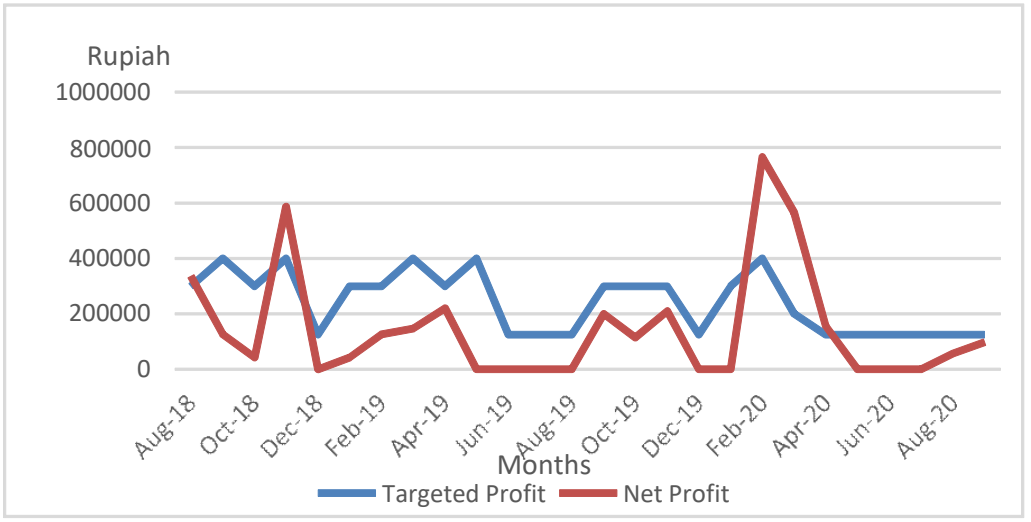

Figure 1 Stacks Food's Profit in Rupiah
Source: Company Internal Data 2020

Surabaya. Since then, Stacks Food only reached the targeted profit for 5 months out of the 26 months of operation. The profit can be seen on Figure 1.1.

In response, as the researcher of this research and the owner of Stacks Food, the researcher is keen to find out what factors could affect the purchase intention of Stacks Food. Despite the existing four P, marketers found that the existence of the fifth P, which is packaging, brings the whole marketing mix together (Ambrose & Harris, 2017: 15). Therefore, the researcher will be using five Ps as the factors affecting the purchase intention of Stacks Food. In order to narrow it down, a pre survey was created to find the top three most influential factors and the researcher will be focusing on those top three factors as the independent variables used in this research. Figure 1.2 shows the pre survey data that has been carried out. Based on Figure 1.2, price, promotion, and packaging are the top three factors which influence purchase intention towards food, and will be the three independent variables used in this research.

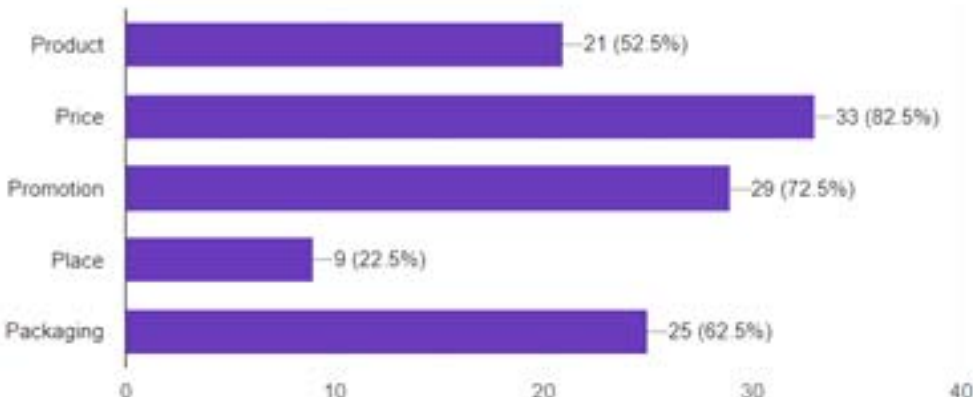

Figure 2 Pre-Survey
Source: Pre-Survey 2020

2. LITERATURE REVIEW

2.1 Theoretical Basis

2.1.1 Price

According to Tjiptono & Chandra (2013: 315, in Widyaningrum, 2017), price can be defined as the amount of money (monetary unit) and/or other

aspects (non-monetary) which contain certain uses in order to receive a product/service. Nonetheless, price is also one of the most flexible marketing elements. By offering different price, the business is able to target a different market (Iwan & Nainggolan, 2017). According to Ong & Sugiharto (2013: 6, in Widyaningrum, 2017), the three indicators of price are: (1) affordability, how affordable the product is; (2) price competitiveness, how competitive is the price compared to competitors, and (3) suitability of the price compared to the quality of product.

2.1.2 Promotion

According to Syardiansah (2017, in Latief, 2018), promotion is a form of marketing communication which spreads information to the public, influence and remind consumers of the existence of the business and its products to be accepted and purchased from the market. Promotion gives information to potential customers about a business's products or services being offered, as this is also often the first time those customers have heard about the brand. According to Kotler (1997, in Latief, 2018), the indicators of promotion can be defined as follows: (1) Advertising, non-personal promotion of goods or services which is done by the sponsor. (2) Personal selling, persuasion done by sales person which is done individually. (3) Sales promotion, an activity which helps to increase the purchase intention of services towards customers. (4) Public relation, an indirect advertising activity where a communication media is involved.

2.1.3 Packaging

The basic usage of packaging is to protect goods from damage, notwithstanding its status as one of the most crucial tools for marketing purposes (Nycz, 2017). According to Kotler & Armstrong (2001: 368, in Sulasih, 2017), packaging contains specific sections such as size, shape, material, colour, text, and trademark which work seamlessly to support the positioning and marketing strategy of a product. According to Tjiptono (2001:106, in Sulasih 2017), the three indicators of packaging are: (1) size, the number of sizes offered; (2) material, the quality of the packaging; and (3) colour, the attraction used to get the customer's attention.

2.1.4 Purchase Intention

According to Kotler & Keller (2016, in Halim & Iskandar, 2019), purchase intention is an action which shows the customer's wanting to make a future purchase for a product/service. According to Mardiastika (2012, in Halim & Iskandar 2019), there are four indicators which represent purchase intention. (1) Attention, a form of attention from the consumers on the product or service. (2) Interest, a feel of attentiveness and joy. (3) Desire, the will to own the product or service. (4) Conviction, trusts towards the benefits of a product or service.

2.2 Relationship between Variables and Hypothesis

2.2.1 Price and purchase intention

Price is an important factor, as it is one of the components customers pay attention to first, which will then stimulate the purchase intention towards a product (Latief, 2018). Price can be the decision-maker when it comes to selecting amongst similar products in the market. Price can be used as a predictor by the company to increase willingness to purchase of consumers (Suharto et al., 2016).

H1: Price has a significant effect towards purchase intention on Stacks Food in Surabaya.

2.2.2 Promotion and purchase intention

Promotion is applied to communicate and influence potential buyers to initiate a purchase by informing the required information (Lamb et al., 2017: 270). Promotion is also used to create attention and intention from the company towards potential customers. It is also possible that promotion is acting as a drive which leads consumers into being willing to purchase in the future (Nagy, 2018).

H2: Promotion has a significant effect towards purchase intention on Stacks Food in Surabaya.

2.2.3 Packaging and purchase intention

Packaging contains psychological elements in which it is possible to get the attention of buyers and create a sense of curiosity to know more about the

product (Halim & Iskandar, 2019). Companies can encourage consumers about the product through packaging as it contains information. In other words, it is acting as a communication medium (Novixoxo et al., 2019).

H3: Packaging has a significant effect towards purchase intention on Stacks Food in Surabaya.

3. RESEARCH METHODOLOGY

3.1 Research Description

The research method used in this research is the quantitative method. The purpose of this research is to find out and understand the effect of price, promotion, and packaging towards purchase intention of Stacks Food in Surabaya.

3.2 Population and Sample

The researcher set a few requirements for the respondents of this research such as: (1) gender: male or female; (2) age: minimum 16 years old; (3) job: student, employee, entrepreneur, housewife, or any that indicates ability to purchase; and (4) location: Surabaya. Therefore, the population of this research will be unknown and conducted with non- probability sampling through purposive sampling. To determine the sample of an unknown population, the Lemeshow formula is applied (Kosasih et al., 2019; Shmueli, 2016, p. 67) and got 100 respondents.

3.3 Data Collection Method

The data in this research will be primary data collected through the use of questionnaires and will be distributed through online forms. Likert scale will be used in this questionnaire with the scale of 1 until 5 indicating whether the respondents strongly disagree or agree towards a statement given in the questionnaire. According to (Allen, 2017: 1555), many times the Likert scale requires the respondents to respond to a sequence of statements which express positive or negative point of view.

3.3.1 Validity and Reliability

Validity is used to measure the extent which a media can be analysed. For a statement to be considered valid, results of the Pearson correlation test must be above r table and be computed under 0.05 significance level (Zhang, 2019: 54). A measured device could be stated as reliable when the questionnaire has a consistent result despite being carried out at different times. To measure reliability, Cronbach's alpha is used. If the result is above 0.70, then it is considered high in reliability (Allen, 2017: 1415).

3.3.2 Multiple Regression Analysis

Multiple regression analysis is used in this research as it is involving more than one dependent variable towards an independent variable. According Rasch et al (2019: 339), multiple regression analysis is a method in order to measure the relationship between at least one independent variable and a dependent variable. The formula of multiple regression analysis can be computed as follows:

$$\hat{y} = + b_1X_1 + b_2X_2 + b_3X_3 + \ldots + b_kX_k + e$$

Where:

$\hat{y}$ = purchase intention
a = constanta
e = margin of error
b_1, b_2, b_3 = coefficients
X_1 = packaging
X_2 = promotion
$X3$ = price

3.3.3 F Statistics Test

F statistics test or F test is used in order to test the overall significance of a regression model (Young & Theil, 2018: 264). To conduct the F statistics test, the independent variable is required to be less than or equal to 0.05 for it to be stated as having a significant effect on the dependent variable (Lind et al., 2018: 502).

3.3.4 T Statistics Test

According to (Young & Theil, 2018: 264), the t statistics test is used to find out whether any specific independent variable is related to the dependent variable. If the significance value is equal to or under 0.05, it means that the null

hypothesis is rejected (Lind et al., 2018: 502). By using t statistics test, the researcher can find out how significant is the influence between independent and dependent variables.

3.3.5 Correlation of Coefficient (R) and Coefficient of Determination (R^2)

Correlation coefficient shows strength of the correlation between two variables in order to find out which one influences the other (Coolican, 2017: 524). Correlation coefficients are in the range of -1.00 to +1.00, where -1.00 has a perfect negative correlation and +1.00 has a perfect positive correlation. On the other hand, the coefficient of determination (R^2), is used to analyse the variation in the dependent variable towards the independent variable in a regression analysis (D. Zhang, 2017).

3.4 Classical Assumption

3.4.1 Multicollinearity Test

Multicollinearity occurs when independent variables are highly correlated to each other (Aljandali, 2017: 5). When the variance inflation factors (VIF) is less than 10, multicollinearity is not a concern (Lind et al., 2018: 526). Further checking could be made by checking the tolerance level. If the tolerance level is above 0.1, it can be stated that multicollinearity does not exist (Cirillo, 2017: 242).

3.4.2 Heteroscedasticity Test

Heteroscedasticity happens when there is unequal scatter of residual values as it predicts the dependent variable, which can cause this research to be unreliable (Choudhary & Nagaraja, 2017: 141). According to Adam (2018: 80), heteroscedasticity test uses the Glejser test. There will be no heteroscedasticity if the significance between independent variables has a residual value above 0.05.

3.4.3 Normality Test

Normality test finds out whether the data is obtained from a normally distributed population. If a problem is found, results of the test will not be reliable (Verma & Abdel- Salam, 2019: 69) According to Abdullah et al. (2019:

115), Kolmogorov-Smirnov test can be used to detect normality. It is used to find out whether the dependent variables has normal distribution towards independent variables, and if the values is above 0.05 then it can be stated that there is no problem of normality.

3.4.4 Autocorrelation Test

Autocorrelation test helps indicate the similarity of values through characteristics of data in a series of intervals (Milhøj, 2016: 9). The Durbin-Watson test is used in this research to detect the presence of autocorrelation. According to Dr. H. Fajri Ismail (2018: 216), the Durbin-Watson test can be interpreted with the following criteria:

a. If $0 < d < dL$ or $4\text{-}dL < d < 4$, autocorrelation is clearly shown
b. If $dL < d < dL$ or $4\text{-}dU < d < 4\text{-}dL$, there is no decision
c. If $dU < d < 4\text{-}dU$, autocorrelation is not shown

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4. DISCUSSION

4.1 Validity and Reliability

Table 2 Validity and Reliability Result

Indicator	Pearson	Sig. (2-tailed)	Conclusion	Cronbach's Alpha	Conclusion
X1.1	0.822	0.000	Valid	0.857	Reliable
X1.2	0.900	0.000			
X1.3	0.802	0.000			
X1.4	0.827	0.000			
X2.1	0.854	0.000		0.864	Reliable
X2.2	0.872	0.000			
X2.3	0.864	0.000			
X2.4	0.783	0.000			
X3.2	0.754	0.000		0.769	Reliable
X3.3	0.750	0.000			
X3.4	0.824	0.000			
X3.5	0.782	0.000			
Y1.1	0.827	0.000		0.873	Reliable
Y1.2	0.882	0.000			
Y1.3	0.843	0.000			
Y1.4	0.862	0.000			

Source: Data Processed

Based on the data collected from the research, the results on Table 2 indicate that all statements are above the required Pearson correlation (*r*) and *r*-table of 0.195. The significance value also shows under 0.05, which means that validity is not an issue in this research. Table 2 shows the reliability of each statement used in this research. Unfortunately, one statement is found as not reliable. Therefore, X3.1 is not shown on the table. After the removal of X3.1, the researcher then conducted another reliability test, and it shows that all the statements are reliable. It is shown that the entire statement used in this research are above the Cronbach's alpha of 0.7.

4.2 Multiple Regression Analysis

Table 3 Multiple Regression Analysis Result

Model	Unstandardized Coefficients		Standardized Coefficients
	Beta	Std. Error	Beta
(Constant)	-0.808	1.404	
Price (X1)	0.253	0.085	0.277
Promotion (X2)	0.315	0.097	0.377
Packaging (X3)	0.414	0.096	0.324

Source: Data Processed

Table 3 shows the multiple regression analysis processed using SPSS 26 with the formula of:

$Y = -0.808 + 0.253X_1 + 0.315X_2 + 0.414X_3$

The regression analysis can be explained as follows:

The constant has a value of -0.808, which indicates a negative relationship between the independent variables and the dependent variable. This states that when price, promotion, and packaging has a value of zero, the purchase intention on Stacks Food will decrease by -0.808. Which means that if Stacks Food offered customers a product with the value of price, promotion, and packaging which equals to zero, customers' will of purchase is going to decrease by -0.808.

All the coefficient values are positive, meaning that all three independent variables used in this research will increase customer's purchase intention towards Stacks Food. From the three independent variables, X3 (packaging) has

the highest coefficient value of 0.414, which means that packaging will cause the most increase towards purchase intention. Conversely, although price has the lowest coefficient value of 0.253, it will still increase customer's purchase intention, but it is not the main factor that Stacks Food should focus on.

4.3 Research Tests

4.3.1 F Statistics Test

Table 4 F Statistics Test

Model	Sum of Squares	df	Mean Square	F	Significance
Regression	600.734	3	200.245	54.400	0.000
Residual	353.376	96	3.681		
Total	954.110	99			

Source: Processed Data

Table 4 shows the F statistics test for this research. In order to be stated as significant, the results of the F statistics test must fulfil the following criteria:

- *F*-value > F-table
  F-table for *df* 1 (3) and *df* 2 (100) with level of significance 0.05 is 2.70
- *F* sig. value ≤ 0.05

Based on the result shown, it is known that the F value shows 54.400, which is higher than the required F table value of 2.70. The significance value on Table 4 also shows 0.000, which is lower than 0.05. Therefore, it can be stated that price, promotion, and packaging have a positive significant effect towards purchase intention.

4.3.2 T Statistics Test

Table 5 t Statistics Test Result

Model	t	Significance
(Constant)	-0.576	0.566
Price (X1)	2.974	0.004
Promotion (X2)	3.258	0.002
Packaging (X3)	4.295	0.000

Source: Data Processed

Table 5 shows the T statistics test of this research. The t-test is said to be significant if the t sig. value is d" 0.05. As shown on Table 4.4, it is known that the values of those three independent variables are 0.004, 0.002, and 0.000. Therefore, it means that price, promotion, and packaging significantly affect purchase intention. On the other hand, if the t value is above 1.988, it means that the variable has positive significant effects towards purchase intention. From Table 5, it is shown that price has the least effect towards purchase intention, and packaging is the most effective towards purchase intention on Stacks Food.

4.3.3 Correlation of Coefficient and Coefficient of Determination

Table 6 Correlation of Coefficient (R) and Coefficient of Determination (R^2) result

R	R Square	Adjusted R Square
0.793	0.630	0.618

Source: Data Processed

Based on Table 6, the value of R is 0.793, which indicates that the correlation of coefficients between independent variables towards the dependent variable is a strong positive relationship. The correlation of determination or Adjusted R square has a value of 0.618, which means that 61.8% of purchase intention towards Stacks Food are influenced by price, promotion, and packaging. Nonetheless, there are the remaining 38.2% of variables that are still unknown and not covered in this research.

4.4 Classical Assumption Tests

4.4.1 Multicollinearity Test

Table 7 Multicollinearity Test Result

Model	Collinearity Statistics		Information
	Tolerance	VIF	
Price (X1)	0.444	2.250	No Multicollinearity
Promotion (X2)	0.361	2.770	No Multicollinearity
Packaging (X3)	0.680	1.471	No Multicollinearity

Source: Data Processed

Table 7 shows the multicollinearity test result for this research. The test on Table 7 shows that the tolerance has a value of 0.444, 0.361, and 0.680 which indicates the value above 0.10. On the other hand, the VIF values are under 10. Therefore, it can be stated that there is no phenomenon of multicollinearity in these three independent variables.

4.4.2 Heteroscedasticity Test

Table 8 Heteroscedasticity Test Result

Variable	Significance	Information
Price (X1)	0.873	No Heteroscedasticity
Promotion (X2)	0.390	No Heteroscedasticity
Packaging (X3)	0.309	No Heteroscedasticity

Source: Data Processed

Table 8 shows the result of heteroscedasticity test for this research. From Table 8, it is known that the three independent variable has the Sig (0.873, 0.390, 0.309) > 0.05. This shows that there is no heteroscedasticity in this research.

4.4.3 Normality Test

Normality test is said to be a problem if the significance value is under 0.05. As shown on the test, the significance value is 0.316, which is higher than 0.05. This means that the data are normally distributed.

4.4.4 Autocorrelation Test

The autocorrelation test of this research shown on the value of Durbin Watson is 1.948. The following value can be described as:

- dU < Durbin-Watson < 4-dU
- dU (1.736) < Durbin Watson (1.948) < 4-dU (2,264)

Therefore, it can be stated that there is no autocorrelation problem in this research.

5. CONCLUSION

Based on the result and findings on this research. This research can be concluded as follows:

1. Price has a significant effect towards purchase intention on Stacks Food in Surabaya.
2. Promotion has a significant effect towards purchase intention on Stacks Food in Surabaya.
3. Packaging has a significant effect towards purchase intention on Stacks Food in Surabaya.

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