

## The Influence of Taste and Packaging on Purchasing Decisions with the Intervening Variable Purchase Interest

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### ABSTRACT

The purpose of this research is to determine the effect of taste and packaging on purchasing decisions with variables that intervene in buying interest. The population in this study is consumers who buy in Lapak Pasar Durian which is infinite. Sampling technique using purposive sampling technique. The sample in this study used 96 respondents. This research method uses quantitative and analytical methods used in this research is SmartPLS 3 software. The results of research show that Cita Rasa has an influence on Buying Interest. Packaging has an influence on buying interest. Taste has an influence on the Purchase Decision. Packaging has no influence on the Purchase Decision. Buying interest has an influence on the Purchase Decision. The results of this research have several implications for sellers in Lapak Pasar Durian. First, the taste of durian that is good and in accordance with the tastes of consumers is very important to increase interest and purchase decisions. Second, attractive and functional packaging can increase consumer buying interest. Third, packaging is not always the main factor in purchasing decisions. Lastly, efforts to increase consumer buying interest will have a positive impact on purchasing decisions.

**Keywords:** Taste, Packaging, Purchase Interest, dan Purchase Decision

## **INTRODUCTION**

The economic development after the Covid-19 pandemic has triggered rapid growth in various business sectors, especially the culinary industry. This phenomenon creates increasingly fierce competition, encouraging entrepreneurs to continue to innovate and retain their consumers. One example of a culinary business that attracts attention is the Durian Market in Semarang, which offers a variety of durian processed products. Although durian is known to have a unique taste and many fans, Durian Market sales data shows the decline from January 2022 to September 2023. This situation shows that there is a declining consumer purchase decision and becomes a challenge in maintaining consumers. Consumer purchase decisions are a crucial factor for the sustainability of the culinary business. According to (Riansyah et al., 2022) Purchasing decision is a concept in purchasing behavior where consumers decide to act or do something. In this context, various factors can influence purchasing decisions, but this research will focus on two main factors, namely the taste and packaging of the product. An in-depth understanding of the influence of these two factors on purchasing decisions can provide valuable insight for culinary entrepreneurs in improving marketing strategies and retaining consumers.

Taste is a key element in the food industry, often the hallmark of a product. Research by (Ibadurrahman, 2022) shows that taste has a significant effect on purchasing decisions. These findings are reinforced by (Rahayu et al., 2022) who consistently found a positive relationship between taste and consumer purchasing decisions. Furthermore, (Kadek et al., 2023) and (Suherman & Hongdiyanto, 2021) also emphasized the importance of taste in influencing purchasing decisions. The results of this study show that taste is not only a factor in consumer preferences, but also plays an important role in the purchase decision-making process. Meanwhile, packaging also plays a role in attracting consumer interest and influencing purchasing decisions. (Swastha, Basu, 2014) define packaging as a general activity and planning of goods that involves determining the design of making packaging or packaging of an item. Packaging functions not only as a product protector, but also as a means of communicating product value to consumers. Moreover, packaging acts as the identity of a product, allowing consumers to distinguish one product from another and inspire buying behavior.

Research by (Rahayu et al., 2022) found that packaging has a significant effect on purchasing decisions. These findings are supported by the research of (Riansyah et al., 2022), (Ibadurrahman, 2022), and (Vachel et al., 2019), who consistently show the positive influence of packaging on consumer purchasing decisions. The results of this research confirm the importance of attractive and functional packaging in the marketing strategy of culinary products. However, it is important to note that there are differences in research results regarding the effect of taste and packaging on purchasing decisions. For example, (Willy et al., 2019) found that the taste did not have a significant effect on the purchase decision, while the packaging remained significant. On the other hand, (Kadek et al., 2023) found that taste had a significant effect, but packaging did not have a significant effect on purchasing decisions.

In addition to taste and packaging, buying interest also plays an important role in the consumer purchase decision process. (Kotler dan Keller, 2012) define buying interest as consumer behavior that appears in response to an object that indicates motivation or desire to make a purchase. Buying interest can be seen as an early stage in the buying decision process, where consumers begin to show interest in a product before finally deciding to buy it. Research by (Sari, 2020) proves that buying interest has a significant effect on consumer buying decisions. This finding confirms the importance of

understanding and influencing consumer buying interest as a strategic step in increasing sales.

The case study at Lapak Pasar Durian Pemuda Semarang City became interesting for several reasons. First, durian is a fruit that has unique characteristics, both in terms of taste and aroma, which is often the subject of controversy among consumers. Second, the durian market in Semarang, has great potential but also faces challenges in terms of competition and various consumer preferences. Third, the sales fluctuations experienced by the Durian Market, as reflected in the sales data from January 2022 to September 2023, show that there are complex market dynamics and require in-depth analysis. Durian Market sales data show fluctuating with a downward trend. For example, in January 2022, sales reached 850 products, but in September 2023 it decreased drastically to 350 products. Although there were several months with increased sales, such as March 2023 which reached 1,500 products, the overall data showed a significant decline. This phenomenon raises questions about the factors that influence consumer buying decisions and how the Durian Market can increase its resales.

Based on the phenomenon that has been explained above, that the durian market stall has decreased in consumer purchase decisions. So the formulation in this study is how to improve consumer purchasing decisions.

## **LITERATURE REVIEW**

### **Taste**

Taste has a significant influence on consumers' buying interest. When consumers taste the product and feel a satisfying taste, this can increase the consumer's buying interest to buy the product repeatedly. According to (Ibadurrahman, 2022) Cita Rasa is the consumer's response to the characteristics in a product that describes the quality, diversity, taste, and innovation of taste. A good taste or according to consumer preferences can create a positive experience and trigger the desire to buy the product again. Buying interest is the consumer's desire to make a product purchase after knowing the quality of the product or the taste (Ramadhina et al., 2022). Research (Parida et al., 2023) Taste affects Buying Interest. This is in line with the research (Anggraeni et al., 2021) that Taste affects positively and significantly on Buying Interest.

**H1: Taste has a positive and significant effect on Buying Interest**

In addition, other research on Cita Rasa is also associated with Purchase Decisions. In the research (Rahayu et al., 2022) stated that Cita Rasa has a positive and significant influence on consumer purchasing decisions. Therefore this research formulates a hypothesis:

**H3: Taste has a positive and significant effect on the Purchase Decision**

### **Packaging**

Product packaging not only serves as a protector, but also as an important marketing tool in attracting the attention of consumers. Packaging is the process of providing a cover or protector for a product so that the product is maintained during the storage and distribution process. Packaging also usually has a number of useful information for all parties related to the contents of the packaging (Permana et al., 2023). This hypothesis is based on research from (Willy et al., 2019) which states that it has a significant effect on consumer buying interest. In line with research (Ramadhina et al., 2022) which states that there is a positive and significant influence on consumer buying interest. Therefore in this study formulate a hypothesis:

**H2: Packaging Has a positive and significant effect on Buying Interest**

In addition, other research on packaging is also associated with purchasing decisions. In the study (Riansyah et al., 2022) stated that there is a positive and significant influence between packaging and the Purchase Decision. Therefore in this study formulate a hypothesis:

**H4: Packaging has a positive and significant effect on the Purchase Decision.**

#### **Purchase Interest**

Buying interest is a stage of consumer tendency to act before the purchase decision is actually implemented. According to (Ramadhina et al., 2022) Buying Interest is the motivation or desire accumulated from consumers to purchase the product after knowing the quality of the product or taste. Research by (Willy et al., 2019) states that it has a positive and significant influence on Purchase Decisions. Therefore in this study formulate a hypothesis:

**H5: Buying Interest Has a Positive and Significant Effect on the Purchase Decision**

#### **Purchase Decision**

The purchase decision is a stage in the process of stating the buyer's intention when the consumer actually makes a purchase. It can be said that the motivation behind a purchase decision is a person's activity that is carried out directly to obtain and use the goods offered (Vachel et al., 2019). According to (Riansyah et al., 2022) explained that purchasing decisions are behaviors carried out by consumers in finding, giving, using, evaluating and spending a product that is expected to satisfy consumer needs.

### **RESEARCH METHOD**

This research uses a quantitative approach, this study aims to test hypotheses and analyze the relationship between variables statistically. Research variables consist of taste and packaging (independent), purchase decision (dependent), and buying interest (intervening). The research population is the consumers of Lapak Pasar Durian Semarang. The sampling technique uses purposive sampling, with criteria for consumers who have purchased at that location. The number of samples was set at 96 respondents based on calculations for an unlimited population.

Primary data collection is carried out through questionnaires, while secondary data is obtained from literature studies. Data analysis using Partial Least Square (PLS) with SmartPLS 3 software. The stages of analysis include evaluation of measurement models (outer models), structural models (inner models) and hypothesis testing.

### **RESULTS**

#### **Respondent Description**

**Table 1.** Respondent Data

No.	Information		Amount	Total Presentase (%)
1.	Gender	Male	57	100
		Female	39	
2.	Age	17-22 Year	7	100
		23-28 Year	15	
		29-34 Year	29	
		35-40 Year	22	
		41-45 Year	23	
3.	Work	Student	18	100
		Private Employee	28	
		Entrepreneur	38	
		Civil Servant	12	

Source: Primary Data Processed, (2024)

**Outer Model**

The following is given a table that contains the test results on the outer model of this research:

**Table 2.** The Result of The Convergence Validity Test

Indicator	X1 (Taste)	X2 (Packaging)	Y (Purchase Decision)	Z (Purchase Interest)
CR1	0.795			
CR2	0.852			
CR3	0.811			
CR4	0.809			
K1		0.774		
K2		0.796		
K3		0.849		
K4		0.877		
K5		0.789		
KP1			0.800	
KP2			0.841	
KP3			0.762	
KP4			0.830	
MB1				0.796
MB2				0.751
MB3				0.815
MB4				0.820

Source: Primary Data Processed by SmartPLS, (2024)

From the table above, the convergent validity test which is based on the outer loading value, it is known that all indicators for each research variable are declared valid because they have an outer loading value greater than 0.70. Furthermore, an AVE value is given for the reflective indicator as follows:

**Table 3.** Average Variance Extracted (AVE) Result

Variable	Average Variance Extracted (AVE)
Taste	0.668
Packaging	0.669
Purchase Decision	0.654
Purchase Interest	0.633

Source: Primary Data Processed by SmartPLS, (2024)

From the table above, it is known that all constructs in each research variable have an AVE value greater than (0.50), meaning that all constructs have good measurements. Based on the results of the analysis using SmartPLS, the following are given the results of the Discriminant Validity check using the Cross Loading value comparison shown:

**Table 4.** Uji Validitas Diskriminan Result

Indicator	X1 (Taste)	X2 (Packaging)	Y (Purchase Decision)	Z (Purchase Interest)
CR1	<b>0.795</b>	0.597	0.626	0.559
CR2	<b>0.852</b>	0.579	0.618	0.531
CR3	<b>0.811</b>	0.634	0.649	0.583
CR4	<b>0.809</b>	0.629	0.627	0.614

K1	0.608	<b>0.774</b>	0.603	0.532
K2	0.626	<b>0.796</b>	0.533	0.503
K3	0.581	<b>0.849</b>	0.588	0.574
K4	0.644	<b>0.877</b>	0.674	0.654
K5	0.601	<b>0.789</b>	0.524	0.588
KP1	0.689	0.711	<b>0.800</b>	0.728
KP2	0.571	0.562	<b>0.841</b>	0.714
KP3	0.629	0.560	<b>0.762</b>	0.575
KP4	0.602	0.508	<b>0.830</b>	0.663
MB1	0.617	0.527	0.635	<b>0.796</b>
MB2	0.567	0.519	0.669	<b>0.751</b>
MB3	0.495	0.638	0.644	<b>0.815</b>
MB4	0.551	0.545	0.667	<b>0.820</b>

Source: Primary Data Processed by SmartPLS, (2024)

From the table above, it can be obtained that all Cross Loading item values are constructs or variables that are higher than Cross Loading values in other constructs. So that the validity of the discriminant is fulfilled. Furthermore, the reliability test results are given as follows:

**Tabel 5.** Reliability Test Result

Variable	Composite Reability	Cronbachs Alpha
Taste	0.834	0.834
Packaging	0.882	0.876
Purchase Decision	0.827	0.824
Purchase Interest	0.826	0.806

Source: Primary Data Processed by SmartPLS, (2024)

From the table above, the results of Composite Reability and Cronbachs Alpha show that all constructs meet reliable criteria. This is shown by the value of composite reliability and cronbachs alpha above  $\geq 0.70$ .

### Inner Model

The following is given a table that contains the test results on the inner research model:

**Tabel 6.** R-Square Value Test Result

Variable	Value R-Square
Purchase Decision	0.767
Purchase Interest	0.562

Source: Primary Data Processed by SmartPLS, (2024)

From the table above, the result of the R-Square value can be concluded as follows

1. The Purchase Decision obtained an R-Square value of 0.767 beyond the value of 0.75, meaning that the variables that affect the Taste, Packaging, and Buying Interest are able to explain the Purchase Decision of 0.767. The R-square value of 0.767 indicates that it falls into the category of strong models.
2. Buying Interest obtains an R-Square value of 0.562 beyond the value of 0.50, meaning that the variables that affect Taste and Packaging are able to explain the Buying Interest of 0.562. An R-square value of 0.562 indicates that it falls into the medium or moderate model category.

### Hypothesis

The following is given a table that contains the results of hypothesis testing in this study:

**Table 7. Dirrect Effect**

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t Statistics	P Values	Conclusion
Taste→Purchase Interest	0.402	0.395	0.096	4.204	0.000	Received
Packaging→Purchase Interest	0.400	0.411	0.101	3.943	0.000	Received
Taste→Purchase Decision	0.318	0.317	0.113	2.817	0.005	Received
Packaging→Purchase Decision	0.104	0.101	0.105	0.993	0.321	Rejected
Purchase Interest→Purchase Decision	0.537	0.541	0.067	8.067	0.000	Received

Source: Primary Data Processed by SmartPLS, (2024)

From the table above the p-value shows that the hypothesis result is as follows:

1. The Effect of Taste on Buying Interest  
 The P-Value value is  $0.000 < 0.05$ , and the statistical t value is  $4.204 > 1.96$ . So that from the results obtained, it can be stated to accept the first hypothesis (H1), namely the Taste variable, significantly affects the Buying Interest.
2. The Effect of Packaging on Buying Interest  
 The P-Value value is  $0.000 < 0.05$ , and the statistical t value is  $3.943 > 1.96$ . So that the results obtained can be stated to accept the second hypothesis (H2), namely the Packaging variable, significantly affects the Buying Interest.
3. The Effect of Taste on Purchase Decisions  
 The P-Value value is  $0.005 < 0.05$ , and the statistical t value is  $2.817 > 1.96$ . So that the results obtained can be stated to accept the Third hypothesis (H3), namely the Taste variable, significantly influencing the Purchase decision.
4. The Effect of Packaging on Purchase Decisions  
 The P-Value value is  $0.321 > 0.05$ , and the statistical t value is  $0.993 < 1.96$ . So that the results obtained can be stated to reject the fourth hypothesis (H4), namely the Packaging variable, significantly does not affect the Purchase Decision.

**Table 8. Indirect Effect**

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t Statistics	P Values	Conclusion
Taste → Purchase Interest → Purchase Decision	0.216	0.215	0.062	3.509	0.000	Received
Packaging → Purchase Interest → Purchase Decision	0.215	0.222	0.058	3.669	0.000	Received

Source: Primary Data Processed by SmartPLS, (2024)

From the table above, the P-value value shows that the hypothesis results are as follows:

1. The Effect of Taste on Purchase Decisions mediated by Buying Interest  
The P-Value value is  $0.000 < 0.05$ , and the statistical t value is  $3.509 > 1.96$ . So that from the results obtained, it can be stated to accept the sixth hypothesis (H6), namely the Taste variable, significantly affects the Purchase decision through Buying Interest.
2. The Effect of Packaging on Purchase Decisions mediated by Buying Interest  
The value of P-Value is  $0.000 < 0.05$ , and the statistical t value is  $3.669 > 1.96$ . So that from the results obtained, it can be stated to accept the seventh hypothesis (H7), namely the Packaging variable, significantly affects the Purchase decision through Buying Interest.

## **DISCUSSION**

### **The Effect of Taste on Buying Interest**

Based on the research that has been done, the results of this study state that the Cita Rasa variable has a positive and significant effect on Buying Interest in Lapak Pasar Durian Pemuda Semarang City. The results of this study show that the P-Value value is  $0.000 < 0.05$  and the statistical t value is  $4.204 > 1.96$ . So it can be explained that the better the Taste owned by Lapak Pasar Durian, it can increase consumer buying interest in the products sold at Lapak Pasar Durian. Taste has a very important role in influencing consumers' buying interest in a product. When consumers feel a good taste or according to consumer expectations. This can create a positive experience that increases buying interest. It can be ascertained that the products sold at Lapak Pasar Durian have a good taste, are different from others and have been able to make consumers interested in buying products at Lapak Pasar Durian. The results of this study are supported by research from (Anggareni et al., 2021) and (Parida et al., 2023) which stated that Taste has a positive and significant influence on Buying Interest.

### **The Effect of Packaging on Buying Interest**

Based on the research that has been done, the results of this research state that the Packaging variable has a positive and significant effect on Buying Interest in the Semarang City Durian Youth Market Shop. The results of this study show that the P-Value value is  $0.000 < 0.05$ , and the statistical t value is  $3,943 > 1.96$ . So it can be explained that good packaging has a very important role in attracting consumers' buying interest. The important role in question is that the packaging can protect against damage and provide clear information about the product. It can be ascertained that the packaging owned by Lapak Pasar Durian has met the needs of consumers because it can protect against damage during the storage process. Thus, good packaging can make consumers curious about a product. With a feeling of curiosity will cause buying interest in consumers and can be one of the important factors in increasing consumers' buying interest in a product. The results of this study are supported by research from (Ramadhina et al., 2022) which states that packaging has a positive and significant influence on Buying Interest.

### **The Effect of Taste on Purchase Decisions**

Based on the research that has been done, the results of this study state that the Cita Rasa variable has a positive and significant effect on the Purchase Decision at the Semarang City Durian Youth Market Hall. The results of this study showed that the P-Value value of  $0.005 < 0.05$  and the statistical t value was  $2.817 > 1.96$ . So it can be explained that the better the Taste owned by Lapak Pasar Durian, the Purchase Decision will also increase. It is certain that Taste plays a very important role in determining consumer purchase decisions. When someone enjoys and likes products sold at Lapak Pasar Durian, consumers tend to be more likely to buy again. Therefore, it is important for sellers to pay attention to the taste of the product so that doing this will make it easier



for consumers to decide consumers to buy products at Lapak Pasar Durian Pemuda Semarang City. Specifically in this study shows that the products in Lapak Pasar Durian have a good taste and become the main view for consumers in meeting consumer satisfaction. The results of this research are supported by research from (Ibadurrhman, 2022)) and (Rahayu et al., 2022) which states that Cita Rasa has a positive and significant influence on the Purchase Decision.

#### **The Effect of Packaging on Purchase Decisions**

Based on the research that has been done, the results of this study state that the Packaging variable has a positive but insignificant effect on the Purchase Decision at the Semarang City Youth Durian Market Shop. The results of this study show that the P-Value value is  $0.321 > 0.05$  and the statistical t value is  $0.993 < 1.96$ . This means that it cannot prove that the better the Packaging owned by the Durian Market stall cannot significantly improve the purchase decision. Product packaging is considered an important factor in influencing consumer Purchase Decisions because it has the potential to increase product attractiveness and affect Purchase Decisions. However, the product packaging owned by Lapak Pasar Durian is less attractive and cannot increase consumers to decide to buy products at Lapak Pasar Durian. The results of this research are supported by research from (Kadek et al., 2023) which states that the packaging has no effect and is significant on the Purchase Decision.

#### **The Effect of Buying Interest on Purchase Decisions**

Based on the research that has been done, the results of this study state that the Purchase Interest variable has a positive and significant effect on the Purchase Decision at the Semarang City Durian Youth Market Shop. The results of this study show that the P-Value value is  $0.000 < 0.05$  and the statistical t value is  $8.067 > 1.96$ . This means that the higher the buying interest owned by consumers, the decision to buy products at Lapak Pasar durian will also increase. Consumer buying interest in purchasing decisions is an important aspect in consumer behavior. Buying interest reflects the level of consumer desire or intention to buy the product, while the purchase decision is the final stage in the consumer purchase process. High buying interest can increase consumer Buying Decisions. Factors such as information received, previous experience, as well as external factors such as recommendations from others can influence the buying interest to make a purchase. It can be ascertained that the products sold in Lapak Pasar Durian have been able to attract consumer buying interest both Transactional, Reference, Preferential, and Explorative. The results of this research are supported by research from (Willy et al., 2019) and (Sari, 2020) who stated that Buying Interest has a positive and significant influence on the Purchase Decision.

### **CONCLUSION**

Based on the results of the research, it can be concluded that the Taste Variable effects the Buying Interest. Packaging Variables effect the Buying Interest. Taste Variables effect the Purchase Decision. Packaging Variables have no effect on Purchase Decision. Buying Interest Variables effect the Purchase Decision. It can be interpreted that the taste of durian that is delicious and in accordance with consumer preferences is very important to increase buying interest and consumer purchase decisions. Attractive and functional packaging can increase consumer buying interest. However, packaging is not always the main factor in the durian purchase decision. Efforts to increase consumer

buying interest will have a positive impact on purchasing decisions. Suggestions for sellers at Lapak Pasar Durian Pemuda Semarang City are:

1. Improving the quality of durian taste to be more in accordance with consumer preferences.
2. Pay attention to the packaging design to make it more attractive and functional to increase consumer buying interest.
3. Focusing marketing strategy on increasing consumer buying interest, because this is proven to have a significant effect on Buying Purchases.

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