



Analysis of The Influence of Taste, Packaging, Brand and Quality on Purchase Decisions For Conato Bakery Bread Products Jember

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ABSTRACT

This research reveals the influence of consumer behavior in particular consumers at Conato Bakery regarding purchasing decisions namely by analyzing Influence Attribute Product Regarding Purchasing Decisions Conato Bakery Jember Bread Products. This research reveals the influence of taste factors, packaging, brand and quality product both simultaneously or partially, as well as regarding the factors that have a dominant influence on purchasing decisions Conato Bakery Jember bakery products. The analytical tool used in this research is multiple linear regression analysis. Overall, the results of this research can be concluded that variable taste, packaging, brand and quality product simultaneously have a significant influence on purchasing decisions product bread Conato Bakery Jember. Partially, taste and quality of the product influential significant impact on purchasing decisions for bread products Conato Bakery Jember, will but in research this time packaging and brand variables have no significant effect on decision purchase bakery products Conato Bakery Jember.

Keywords — attribute products, purchase decision, conato bakery

1. Introduction

In recent times, the demand for food with various shapes and tastes has been utilized as a means of business to generate income. As a result, numerous types of food with different forms and flavors have been introduced by entrepreneurs driving the economy, particularly in the food and beverage industry. Conato Bakery has attempted to participate in this sector by adopting a Lifestyle Bakery concept, with a mission centered on “Go Green” and “Stay Healthy.” The products produced by Conato Bakery are of high quality in terms of raw materials, taste, aroma, presentation, and packaging. Continuous product innovation has also been a key focus, making Conato Bakery's offerings both unique and contemporary. Innovations include not only flavor variations but also the introduction of new material

compositions to meet consumer needs, such as low-sugar bread for diabetics, in line with the company's health-oriented mission.

The development of businesses in the era of globalization has become increasingly rapid, marked by heightened and intense competition among companies. This competitive environment necessitates that companies maintain their continuity, achieve growth, obtain optimal profits, and strengthen their market position. To achieve these goals, careful and well-thought-out marketing strategies are required before products are marketed [1].

Consumer behavior is a fundamental aspect of the decision-making process, which involves selecting, purchasing, and using products to fulfill needs. This behavior includes factors that influence purchasing decisions, such as cultural, social, personal, and psychological factors [2]. Cultural factors such as social class,



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social factors like reference groups and family roles, and personal factors such as age and lifestyle stages play a role in consumer behavior. Additionally, psychological elements like motivation, perception, and beliefs impact consumer decision-making processes [3].

It has been observed that potential consumers tend to consider various product-related factors such as price, facilities, location, service, and other supporting attributes before making a purchase decision. These considerations are crucial for marketers to address in order to satisfy consumer needs and secure consumer loyalty [4]. Consumer satisfaction, therefore, remains a primary condition for the sustainability of a company.

Understanding consumer behavior is essential for companies to recognize consumer desires and needs, which are influenced by both mental and social processes. For businesses, this understanding serves as valuable information that shapes marketing strategies[5].

Product represents a subjective understanding of something that can be offered as a business to achieve organizational objectives. This is done by fulfilling consumer needs in line with the organization's competence and the market's purchasing power. Furthermore, it has been indicated that product attributes—defined as elements that are deemed significant by consumers—are used as the foundation for making purchasing decisions [3].

The decision-making process itself can be divided into three interconnected stages: the input stage, process stage, and output stage [2]. During the process stage, consumers engage in information searches, evaluate alternatives, and eventually make purchasing decisions. In some instances, consumers face challenges in making these decisions. Purchasing decisions involve both the characteristics of buyers and the decision-making process that ultimately leads to a final decision [1].

The present study aims to: (1) analyze the influence of taste, packaging, brand, and product quality on purchasing decisions for Conato Bakery bread in Jember; (2) examine the impact of taste on purchasing decisions; (3) investigate the influence of packaging; (4) assess the role of brand; (5) evaluate the impact of product quality on purchasing decisions; and (6) determine the

most dominant product attribute influencing purchasing decisions.

2. Method

This study employed explanatory research, aimed at explaining the causal relationships between variables through hypotheses testing [6]. The survey method was used to assess the influence of taste, packaging, brand, and product quality on purchasing decisions for Conato Bakery bread products in Jember, both partially and simultaneously.

The population included all individuals who had purchased Conato Bakery bread. A sample was drawn using accidental sampling, targeting consumers encountered in the field, who were asked to complete a questionnaire. The sample size was determined using the formula 10 times the number of variables, resulting in a sample of 50 respondents [6].

The variables in this study were divided into dependent and independent categories. The dependent variable (Y) was the purchasing decision, while the independent variables (X) included taste (X1), packaging (X2), brand (X3), and product quality (X4). These product attributes represent characteristics influencing the ability to meet consumer needs [7].

Data collection was carried out using questionnaires, which employed a Likert scale with responses ranging from "strongly agree" to "strongly disagree." Primary data was obtained directly from respondents, while secondary data was collected through a literature review. The research was conducted at two Conato Bakery locations in Jember: Jl. Hayam Wuruk No. 58 and Jl. Gajah Mada No. 52.

The validity of the data was tested using the product-moment correlation, while reliability was assessed using Cronbach's Alpha, with a threshold of 0.60 for reliability [6]. Multiple linear regression analysis was used to determine the influence of the independent variables on the dependent variable (purchasing decision), expressed by the equation:

$$Y=a+b_1X_1+b_2X_2+b_3X_3+b_4X_4+e$$

Where Y is the purchasing decision, and X1, X2, X3, and X4 represent taste, packaging, brand, and product quality, respectively.

The coefficient of determination (R^2) was used to measure the contribution of the independent variables to variations in the dependent variable. Higher R^2 values indicate stronger models [6]. F-tests and t-tests were employed to evaluate the significance of the relationships both jointly and individually.

3. Discussion

The validity and reliability tests conducted on the instruments indicated that they were both valid and reliable [6].

3.1. Descriptive Analysis of the Study Variables

The demographic profile of respondents showed that the majority of Conato Bakery consumers were between 33 and 41 years old, representing 32% of the sample, with 16 respondents, three of whom were men and 13 were women. The smallest consumer group was between the ages of 51 and 68, with no respondents. Most respondents (36%) were housewives, while the lowest representation came from students (4%). In terms of purchase frequency, 48% of respondents purchased bread three to five times per week, while 14% made six to ten purchases.

3.2. Multiple Linear Regression Analysis

The study involved 50 respondents, and the independent variables examined included taste (X1), packaging (X2), brand (X3), and product quality (X4), with the dependent variable being the purchasing decision (Y). The multiple linear regression equation was calculated as follows:

$$Y = 2.58 + 0.47X_1 + 0.04X_2 + 0.15X_3 + 0.25X_4 + e$$

The constant value of 2.58 indicates that even if the independent variables are zero, purchasing decisions will still be influenced by a factor of 2.58. The coefficients for taste (X1), packaging (X2), brand (X3), and product quality (X4) show that all variables positively influence purchasing decisions, with the largest effect

observed for taste (0.47) and product quality (0.25).

The coefficient of determination (adjusted R^2) was 0.50, meaning that 50% of the variation in purchasing decisions was explained by the independent variables, with the remaining 50% influenced by external factors such as price and promotion (Kotler, 2002). The F-test yielded a value of 13.14, which exceeded the table F-value of 2.58, indicating that the independent variables simultaneously had a significant effect on purchasing decisions.

3.3. Partial Regression Coefficient Analysis

Taste (X1): The t-value for taste was 2.63, exceeding the critical t-value of 2.01, indicating a significant positive effect on purchasing decisions. The significance level of 0.01 further supports this finding [8].

Packaging (X2): The t-value for packaging was 0.35, below the critical value of 2.01, indicating no significant effect on purchasing decisions. A significance value of 0.73 corroborates this result [9].

Brand (X3): The t-value for brand was 1.02, also below the critical value, with a significance level of 0.31, showing that brand did not significantly influence purchasing decisions in this context [10], [11], [12].

Product Quality (X4): The t-value for product quality was 2.31, higher than the critical t-value, with a significance level of 0.03, indicating a significant positive impact on purchasing decisions [13], [14], [15].

The findings of this research provide valuable insights into the factors influencing purchasing decisions for Conato Bakery bread products in Jember, particularly in light of the company's "Go Green" and "Stay Healthy" mission. The results of the multiple linear regression analysis revealed that taste and product quality are the most significant factors driving consumer purchases. These findings align with the company's focus on high-quality ingredients and continuous innovation in flavor, which appears to resonate with consumers and encourage purchasing behavior. As the analysis indicated, taste had the highest coefficient, suggesting that the unique flavors offered by



Conato Bakery play a pivotal role in consumer decision-making.

Interestingly, while Conato Bakery emphasizes packaging and brand as part of its product offerings, the partial regression analysis showed that these factors did not significantly influence purchasing decisions. This may suggest that consumers prioritize the intrinsic qualities of the product, such as taste and quality, over external factors like packaging and branding. This outcome challenges the general marketing assumption that brand image and attractive packaging heavily drive consumer behavior, especially within the competitive food and beverage industry [2].

The coefficient of determination (R^2) value of 0.50 indicates that 50% of purchasing decisions were influenced by the studied variables—taste, packaging, brand, and product quality—while the remaining 50% could be attributed to other factors such as price, promotion, and convenience [5]. This finding suggests that although Conato Bakery's product attributes are critical, further attention should be given to other factors, possibly related to marketing efforts or consumer demographics, to enhance the bakery's market position.

In conclusion, the study highlights the importance of continuously improving product taste and quality to meet consumer expectations in a highly competitive environment. Given the non-significant influence of packaging and brand on purchasing decisions, Conato Bakery may need to reconsider its emphasis on these aspects or explore alternative strategies to enhance their impact. Overall, focusing on the core product attributes that align with consumer preferences will be crucial for the bakery's long-term success and competitiveness in the market.

In conclusion, the simultaneous analysis confirmed that taste, packaging, brand, and product quality significantly influence purchasing decisions. However, in the partial analysis, only taste and product quality had a significant impact on purchasing decisions for Conato Bakery bread products, while packaging and brand did not show a significant effect.

4. Conclusion

Based on the analysis, it was concluded that the variables of taste, packaging, brand, and product quality significantly influenced purchasing decisions for Conato Bakery products when examined collectively [5]. However, in partial regression analysis, taste (X1) and product quality (X4) were found to have a significant positive effect on purchasing decisions. In contrast, packaging (X2) and brand (X3) did not show a significant influence on the purchasing decisions of Conato Bakery consumers.

Given that the coefficient of determination was 50%, it is recommended that future research explore additional factors not included in this study, such as cultural, social, personal, and psychological influences on consumer behavior [5]. Furthermore, Conato Bakery should continuously monitor and enhance its product attributes, including taste, packaging, brand, and quality, to meet consumer expectations and maintain competitiveness in the market [13], [16]. Quick responses to any market saturation or declining consumer interest are essential for sustaining product demand and increasing sales.

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