Original Article

THE INFLUENCE OF PACKAGING DESIGN AND PRODUCT QUALITY ON CUSTOMER SATISFACTION OF JANJI JIWA JILID 656 MALANG CITY

Martina Putri Mikona[1]* , Rena Feri Wijayanti[1]

[1] State Polytechnic of Malang, Kota Malang, Indonesia
*Corresponding Author, E-mail: martinamikonaa@gmail.com

ABSTRACT

Background. Product packaging design does hold an important influence in efforts to improve product quality to increase satisfaction with a product. Product quality can motivate purchases by increasing customer satisfaction, quality products will make customers feel satisfied. One of the newcomer brands in the coffee shop business in Malang City. Janji Jiwa Jilid 656 coffee shop is one of the local coffee franchises under PT Lunar Boga.

Research Purpose. This study aimed to analyse packaging design and product quality affect customer satisfaction at Janji Jiwa Jilid 656 Malang City.

Research Method. This research used quantitative research methods. The collection technique was obtained from a questionnaire. Sampling used non-probality sampling with purposive sampling method with a total sample 100 respondents of Janji Jiwa Jilid 656 Malang City customers. The questionnaire results observed from a Likert scale.

Findings. Variables X1 (Packaging Design), X2 (Product Quality), and Y (Customer Satisfaction) are by the value of r-count> from r-table (0.196) and significance <0.05. Packaging design and product quality simultaneously have a significant effect on the satisfaction of Janji Jiwa Jilid 656 Malang City.

Conclusion. From the research results, it is hoped that Janji Jiwa Jilid 656 Malang City will ensure and maintain packaging design and product quality and make improvements. So that both aspects are in a stable condition and provide good preferences and can support business continuity and customers will always come back to Janji Jiwa Jilid 656 Malang City and create good customer satisfaction.

Keywords: Customer Satisfaction, Janji Jiwa Jilid 656, Packaging Design, Product Quality.

BACKGROUND

Competition today in the business world in Indonesia is very tight and rapidly growing. Some of the factors that drive the intensity of competition involve various economic, technological, social, and regulatory aspects. Every company is required to have a strategy in order to win the competition in the business world [1].

The need for entertainment in this society has become a popular new habit. The culture of drinking coffee and visiting coffee shops is seen as a waste of time[2,3]. People who hang out while drinking coffee are seen as having nothing to do so they spend their time in coffeeshops for hours on end.

One of the newcomer brands in the coffee shop business in Indonesia is Kopi Janji Jiwa. Janji Jiwa is one of the coffee shops in Indonesia founded by Billy Kurniawan in

2018 under Jiwa Group. Until now, Kopi Janji Jiwa already has more than 900 outlets spread across more than 100 cities in Indonesia. This research is important because it is carried out to support efforts to measure the influence in terms of packaging design and product quality and the phenomenon that occurs, where the need to visit coffee shops for today's society[4,5].

Janji Jiwa Janji Jiwa Jilid 656 Malang is one of the local coffee brand franchises under PT Lunar Boga Jakarta, located at Jalan Agus Salim No.48 Malang. Janji Jiwa uses beans directly from farmers that are carefully processed, and then roasted to international standards by competent Janji Jiwa roasters, making every glass of Janji Jiwa always has a consistent flavour image.

This research is important because it is carried out to support efforts to measure the influence in terms of packaging design and product quality and the phenomenon that occurs, where the need to visit coffee shops for today's society. There is indeed an influence of packaging design and product quality on customer satisfaction[6]. As previously described, the selection of Kopi Janji Jiwa with the identical packaging design offered to customers to support product quality.

RESEARCH METHOD

The study was held in Malang City. This study is broad in scope discussion of the field of marketing which specifically includes variables, Packaging Design, Product Quality and Customer Satisfaction. Packaging Design as (X1) and Product Quality as (X2), and Customer Satisfaction as (Y).

Total population obtained based on the owner of Janji Jiwa Jilid 656 Malang City for the last 3 months, starting from October 2023 - December 2023, a total of 2,254 visitors who made transactions at Janji Jiwa Jilid 656 Malang City.

Sampling size uses the Slovin formula with an error rate of 10%, so the sample in this study is:

$$\mathbf{n} = \frac{N}{1+N(e)^2}$$

Description:

n = sample size

N = population size

e = percent allowance for sampling error (10%)

Based on this formula, the number taken from the population as many as 2,254 then the number of samples taken in this study is:

$$n = \frac{N}{1+N(e)^2}$$

$$n = \frac{2.254}{1+2.254(10\%)^2}$$

$$n = \frac{2.254}{23,54} \quad = 95,8 \text{ rounded to } 100$$

Method used is purposive sampling method, which is a sampling technique based on certain considerations. With the criteria that respondents are customers of Janji Jiwa Jilid 656 Malang City and have made purchases more than 2 times.

This study is of a quantitative type, explains that the quantitative type is a method of study based on positivist assumptions, used to study population samples, collecting data from instruments, the nature of the analysis is statistical/quantitative which is targeted at exploring the chosen hypothesis[7,8].

Application of descriptive statistics is the main approach. Descriptive Statistics is a form of data analysis that aims to provide an accurate picture or description of the data that has been collected[9].

In this data collection process, the questions asked are closed questions, and this questionnaire will be distributed directly to respondents of Janji Jiwa Jilid 656 Malang, in the distribution process it will be done online via a google form link and given directly to respondents who have made purchases at Janji Jiwa Jilig 656. This approach aims to ensure the accuracy of the data obtained from the respondent's opinion.

FINDINGS

Table 1. Validity Test Results

Item Variable	R count	r table	sig	α	Description
Variable X1 (Packaging Design)					
X1.1	0.355				VALID
X1.2	0.638				VALID
X1.3	0.589				VALID
X1.4	0.460				VALID
X1.5	0.541	0.196	0.000	0.05	VALID
X1.6	0.535				VALID
X1.7	0.550				VALID
X1.8	0.488				VALID
X1.9	0.535				VALID
X1.10	0.424				VALID
Variable X2 (Product Quality)					
X2.1	0.516				VALID
X2.2	0.606				VALID
X2.3	0.656				VALID
X2.4	0.641				VALID
X2.5	0.542	0.196	0.000	0.05	VALID
X2.6	0.607				VALID
X2.7	0.457				VALID
X2.8	0.419				VALID
X2.9	0.616				VALID

Item Variable	R count	r table	sig	α	Description
X2.10	0.505				VALID
X2.11	0.552				VALID
X2.12	0.546				VALID
X2.13	0.380				VALID
X2.14	0.423				VALID
Variable Y (Customer Satisfaction)					
Y1	0.669				VALID
Y2	0.618				VALID
Y3	0.315				VALID
Y4	0.510				VALID
Y5	0.588	0.196	0.000	0.05	VALID
Y6	0.595				VALID
Y7	0.538				VALID
Y8	0.613				VALID
Y9	0.562				VALID
Y10	0.604				VALID

All items from Variables X1 (Packaging Design), X2 (Product Quality), and Y (Customer Satisfaction) are declared valid this can be proven by the value of rcount> from rtable (0.196) and significance <0.05. It can be concluded that items X1 (Packaging Design), X2 (Product Quality), and Y (Customer Satisfaction) can measure the Effect of Packaging Design and Product Quality on Customer Satisfaction of Janji Jiwa Jilid 656 Malang City.

Table 2. Multicollinearity Test Results

Model	Collinearity		Description
	Tolerance	**VIF**	
Packaging Design (X1)	0.390	2.567	No Symptoms of Multicollinearity
Product Quality (X2)	0.390	2.567	No Symptoms of Multicollinearity

The results of the tolerance value that meets the tolerance threshold requirements and the VIF (Variance Inflation Factor) of the independent variables are at a tolerance value of 0.390> 0.10 or equal to VIF 2.567 < 10.00, therefore this analysis shows that there is no multicollinearity and indicates that each independent variable or independent variable stands alone or is not interdependent.

Tabel 3. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients	
	B	Std. Error
(*Constant*)	12.142	3.129
Packaging Design (X1)	0.286	0.111
Product Quality (X2)	0.328	0.074

Coefficient of 0.328 means that every one unit increase in Product Quality (X2) can raise Customer Satisfaction (Y) by 0.328 items, In other words, the variable remains constant. This is also a significant relationship and indicates that an increase in Product Quality has a greater influence on Customer Satisfaction compared to Packaging Design Janji Jiwa Jilid 656 Malang City.

Tabel 4. Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.734	0.539	0.530	2.089

The strength of the model or R value of 0.734 is 73.4% and the rest (100% - 73.4% = 26.6%) is explained by other models outside this study, this shows that the model has a significant as well as significant relationships between each variable.

DISCUSSIONS

Packaging design refers to the stages of designing and creating the visual and structural appearance of a product's packaging. It involves elements such as shape, colour, graphics, packaging type, and materials used. The main focus in packaging design is to produce packaging that is not only visually appealing, but also has an effective function and can meet business demands and consumer needs[10,11].

The purpose of packaging design is specific to each particular product/brand, in general the purpose of packaging design[12]:

1. Displaying the unique attributes of a product to differentiate it from other products, this is an effort to attract attention.

2. Strengthen the aesthetic appearance and value of the product.

3. Maintaining uniformity in the unity of the product brand.

4. Strengthen the distinction between product varieties and product lines.

5. Develop different packaging forms according to category.

6. Using new materials and developing innovative structures to reduce costs, be more environmentally friendly, or improve functionality.

In marketing endeavours, a focus on product quality is often considered a key element in shaping a favourable brand image and gaining trust from consumers. Products

that have high quality standards can usually result in higher customer loyalty, help retain customers, and strengthen the company's reputation[13]. Found that a quality product can be achieved the product has good function, excellent function, high quality, technological resolution, reasonable price, durability, technology, sales service and user-friendliness.

Customer satisfaction is often related to various factors, such as product or service quality, customer service performance, fair rates, user experience, and ease of use. Companies that focus on improving customer satisfaction generally gain benefits such as retaining customers longer, gaining word-of-mouth recommendations, and the potential for long-term business growth[14].

In order for this research to focus on the problem to be studied, it is necessary to limit the problem so that it will be a focused analysis, the problem limitation taken by the author is that this research involves limited subjects, namely customers of Janji Jiwa Jilid 656 Malang City who have made purchases at least 2 times.

CONCLUSION

Packaging design and product quality simultaneously have a significant effect on the satisfaction of Janji Jiwa Jilid 656 Malang City. In both variables, product quality has a greater influence than packaging design. This shows that, despite having good physical product packaging, product quality also affects the level of customer satisfaction. This is because product quality plays a greater role in service companies to create customer satisfaction.

This study confirms that in order to achieve a high level of customer satisfaction, the owner of Janji Jiwa Jilid 656 must pay attention to and continuously improve packaging design and product quality. The owner must ensure that the packaging and products are always in good condition, and of optimal quality, and also need to provide regular evaluations to employees to maintain the standard of products provided. Thus, good management of packaging design and product quality is key to creating a satisfying customer experience and ensuring the sustainability and positive reputation of Janji Jiwa Jilid 656.

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