



THE EFFECT OF PACKAGING, PRICE, BRAND AWARENESS ON CUSTOMER LOYALTY OF PT. KREASI NOSTRA MANDIRI (STUDIES CASE ON CUSTOMER APK VEGETABLE BOX, JABODETABEK)

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Article info	ABSTRACT
<p>Corresponding Author:</p> <p>Dasa Rahardjo Soesanto dasarharjo@gmail.com Universitas Utpadaka Swastika</p>	<p>The Indonesian e-commerce industry is developing in a direction that looks increasingly promising. Brand loyalty is continued to influence family members to buy brands. This study aims to analyze the magnitude of the influence of packaging on loyalty in the vegetable box application. To analyze the magnitude of the influence of price on loyalty in the vegetable box application. To analyze the magnitude of the influence of brand awareness on loyalty in the vegetable box application. To analyze the magnitude of the influence of packaging, price and brand awareness together on loyalty in the vegetable box application. This study is included in the title of quantitative research. The population of this study is all users of the vegetable box application. The researchers in this study use non - probability techniques sampling, namely technique purposive sampling. The results of this study are that packaging has a positive effect on Loyalty. Price has a positive effect on Loyalty. Brand Awareness has a positive effect on Loyalty.</p>
	<p>Keywords: <i>Packaging; Price; Loyalty; Brand Awareness</i></p>
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BACKGROUND PROBLEM

The Indonesian e-commerce industry is developing in a direction that looks increasingly promising. Digital trading companies are predicted to be able to expand in a pandemic scenario from 33.2 percent in 2020 which could reach IDR 253 trillion to IDR 337 trillion in 2021 (Hidranto 2021). Sayurbox is one of the many Indonesian e-commerce platforms that are popular during the COVID-19 pandemic (Burhan 2022). Sayurbox has a great opportunity to expand its market area (Angelia, 2022). However, Sayurbox still needs a strategy to increase the number of customers. Increasing the number of customers can be done by increasing brand loyalty.

Brand loyalty is passed on to influence family members to purchase the brand. Brand loyalty means repurchasing, or buying the product again and again. Brand loyalty is an important dimension that helps increase market share because consumers become loyal to the brand. Brand loyalty is different from other dimensions because brand loyalty is related to personal experiences with the product.

Consumers assume that the brand meets their expectations, which is why consumers make purchasing decisions to always buy the brand or repeatedly. Customer brand loyalty describes the buyer's decision to repurchase the product. It also describes consumers always buying the same goods and the same class of goods. Consumer loyalty to a brand/product is highly dependent on the company's ability to provide prices and brand awareness (Rompas et al., 2018).

Sugiama and Pambudy's (2017) research also shows that packaging, price fairness and brand awareness have a significant positive effect on brand loyalty both partially and simultaneously.

Akhtar et al.'s (2019) study aims to examine the relationship between packaging, price, brand awareness and brand loyalty. Through regression analysis, it was found that packaging and brand awareness have a strong positive significant relationship with brand loyalty while price has a weak relationship with brand loyalty. Correlation analysis found that there is a significant relationship between packaging, price, brand awareness and brand loyalty.

THEORETICAL BASIS

1. Packaging

Definition of Packaging

In general, packaging can be interpreted as a container for an item that can attract the attention of consumers. Packaging is used for containers that provide added value and function to a product (Julianti, 2014). A product can be the best product, but packaging must be the main tool that provides the product image (Subramanian, 2017). Packaging can be used as a "silent salesman" because it can influence product purchasing decisions through packaging design (Tinne, 2016).

Packaging consists of two categories of elements, namely information elements and visual elements consisting of nutritional information, color, images and size (Khuong & My Hong, 2016). Consumers tend to choose packaging that has high interest when buying a product. Colors and images, color combinations, good typography will produce a good design (Khuong & My Hong, 2016)

Packaging Indicator

Packaging indicators according to Kotler (2018 : 105) are:

- 1) Material
The materials used are relatively not easily damaged and are able to maintain the contents of the packaging. Packaging materials can be paper, plastic, aluminum foil, bottles, and metal. or can recycled repeat or No
- 2) Color
Color is one of the indicators on packaging that is very quickly responded to by consumer visuals, for example: color clarity and the attractiveness of the packaging color.
- 3) Size
The size of a package is generally adjusted to the contents of the package, including length, width, and thickness.
- 4) The appeal of packaging design

It is best if the packaging of a product is not only balanced in terms of form and function but also able to provide an attraction for consumers.

2. Price

1. Understanding Price

According to Marpaung et al., (2021) stated that price is the value of an item expressed in money. According to Mardia et al. (2021) price is the amount of money spent for a product or service, or the amount of value exchanged by consumers to obtain benefits or use of a product or service. According to Indrasari (2019) price is the amount of money that must be paid by consumers to obtain a product. Price is an amount of money that has an exchange value to obtain benefits from a product or service (Handayani and Fathoni, 2019).

Price Indicator

According to Kotler (2018: 79), the indicators that characterize prices are:

- 1) price list
Prices that are affordable for all groups with selected target market segments.
- 2) Discount Prices and allowances
Consumer assessment of the amount of financial sacrifice given in relation to the specifications in the form of service quality. The price offered to consumers is in accordance with the quality of the service offered.
- 3) Period payment
The price offered must be paid cash or with tempo.
- 4) Credit prices and conditions
Consumers will feel satisfied when they get benefits after consuming what is offered according to the value they spend. especially if use credit and without flower .

3. Brand Awareness

Understanding Brand Awareness

Brand awareness is defined as the ability of consumers to recognize *and* recall a brand (Supiyandi et al., 2022). According to Juliana and Sihombing (2019) Brand Awareness is the ability of individuals to recognize and remember brands from a particular product category and is the main dimension in brand equity. Brand awareness is a consumer's memory of a product that has stuck in the consumer's mind for a particular need. According to Indah (2019) it is the ability and capability of a prospective consumer to be able to know part of a brand or remember a brand is part of a particular category to be able to make a purchasing decision.

Brand Awareness Indicator

According to Kotler (2018 : 632) , there are four indicators that can be used to determine how far consumers *are aware of a brand* , namely:

1. *Recall* , which is how far consumers can remember when asked what brands they remember. A simple, easy-to-pronounce brand name that has a clear meaning makes a brand easy to appear in consumers' memories.
2. *Recognition* , namely how far consumers can recognize that the brand belongs to a certain category.

3. *Purchase* , namely how far consumers will include a brand in their alternative choices when purchasing a product/service.
4. *Consumption* , namely how far consumers can recognize a brand when using a competitor's brand.

4. Loyalty

Definition of Loyalty

According to Oliver (2019) loyalty is the result of a combination or relationship of interests, attitudes, sales performance and customer behavior. Loyalty can be in the form of a willingness to make repeat purchases, even with price increases. Jeremia and Djurwati (2019) say loyalty is a process, at the end of the process, satisfaction has an effect on perceived quality, which can have an impact on loyalty and intention for certain behaviors of a customer. Meanwhile, according to Robby (2017) customer loyalty is a consumer who is said to be loyal if the consumer shows regular purchasing behavior or there is a condition that requires consumers to buy at least twice within a certain time interval.

Loyalty Indicator

According to Kotler (2018 : 217) , consumer loyalty indicators are as follows:

1. Repeat purchases are the intention to purchase by consumers more than once.
2. Recommending to others is suggesting or recommending to others about the product purchased.
3. Not intending to switch is a consumer who is loyal to the product or brand they like and is reluctant to switch brands.
4. Talking about positive things is talking about positive things about the product that was purchased.

RESEARCH METHODOLOGY

1. . Research Design

This research is included in the title of quantitative research. A sampling approach that is often random is used in quantitative research to examine a particular population or sample. In quantitative research, statistically based hypotheses are often evaluated (Sugiyono, 2018). Researchers can draw general findings by collecting data through questionnaires and surveys and draw conclusions using deductive reasoning.

The researcher decided to use quantitative techniques because, following the post-positivist paradigm, it was a logical choice. Data dependability can also be increased by using a strategy that only consists of a small sample of respondents. This approach can be used by researchers to collect data, analyze data, and reach whatever conclusions they find acceptable (Sekaran & Bougie, 2020).

2. Population and Research Sample

Population

According to Sugiyono (2018), population is the entire group or set of individuals, objects, or events that have the characteristics or traits being studied. Population can be humans, animals, plants, or other objects that have similarities in a particular research context. Population is the entire group of people, or things that researchers want to study (Sekaran & Bougie, 2020). The population of this study is all users of the sayur box application.

Sampling Techniques

According to Hardani et al. (2020), researchers in this study use *non - probability* techniques *sampling* , namely technique *purposive sampling* . Researchers use *purposive sampling* because to collect valid data , needed samples that have previously established criteria, namely:

1. Vegetable box application users.
2. Have shopped using the vegetable box application more than 3 times.
3. Willing to fill out the questionnaire

Based on approach the so researcher use calculation sample whose population known the amount that is Yamane's formula states that calculation sample as following:

$$n = \frac{N}{1+N(e)^2}$$
$$= 150 / 1 + 150 (0.05)^2$$
$$= 150 / 1.375 = 109.09 = 110$$

Information :

n = Number required sample

N = Number Population

e = Error rate sample (*sampling error*) , usually 5%

So the amount sample taken in study This was 110 respondents at the time research conducted in July 2023. Which was then will informed with method spread questionnaire electronic in the form of (*Google Form*) which is provided to consumer Vegetable Box application then will be shared via *whatsapp* chat , after sample got then the data will be processed and formulated results from the data .

ANALYSIS AND DISCUSSION

Descriptive Analysis of Respondents

In this actual research, the questionnaire was distributed to 110 respondents. namely consumers who have used the Sayur Box application . The following are the results of respondent identification based on their characteristics:

Classification of Respondents Based on How Many Times They Use the Sayur Box Application

The respondent profile based on how many times they used the Sayur Box application is explained in the table below:

Respondent Profile Table Based on How Many Times They Use the Sayur Box Application

How Many Times To Use	Frequency	Percent
> 10 Times	23	20.9%
3 - 5 Times	57	51.8%
5 - 10 Times	30	27.3%
Total	110	100%

Source: Data Processed by Researchers (2023)

Based on the data processing that will be explained in the table above. it is known that the majority of respondents have used the sayur box application to shop 3-5 times, namely 57 respondents or 51.8%, have used the sayur box application to shop 5-10

times, namely 30 respondents or 27.3% and have used the sayur box application to shop > 10 times, namely 23 respondents or 20.9%.

Classification of Respondents Based on Gender

The respondent profile based on gender is explained in the table below:

Respondent Profile Table by Gender

Gender	Frequency	Percent
Man	52	47.3%
Woman	58	52.7%
Total	110	100%

Source: Data Processed by Researchers (2023)

The results of the data processing which will be explained in the table above show that the majority of respondents in this study were female, namely 58 respondents with a percentage of 52.7%, while for male gender the number was 52 respondents or 47.3% of all respondents.

Respondent Classification Based on Age

The respondent profile based on age is explained in the table below:

Table. Respondent Profile by Age

Age	Frequency	Percent
< 30 years	67	60.9%
> 40 years	21	19.1%
31 - 35 years	19	17.3%
36 - 40 years	3	2.7%
Total	110	100%

Source: Data Processed by Researchers (2023)

The results of the data processing that will be explained in the table above show that the majority of respondents in this study were aged <30 years, namely 67 respondents or 60.9%, aged >40 years were 21 respondents or 19.1%, aged 31 - 35 years were 19 respondents or 17.3% and aged 36 - 40 years were 3 respondents or 2.7%.

Research Hypothesis Testing

1.a Convergent Validity Test Results

Convergent validity test and is declared valid if each indicator has an actual loading value > 0.7. discriminant test if the AVE value must be greater than 0.5. After ensuring that the measure is reliable, researchers need to ensure that the measure is valid. First, researchers must test convergent validity, which can be tested using the Cross Loading (PLS) method. The table below shows the detailed test results:

Convergent Validity Test Results Table

	Brand Awareness	Loyalty	Packaging	Price
BA1	0.825			
BA2	0.782			
BA3	0.800			
BA4	0.854			
LO1		0.843		
LO2		0.837		
LO3		0.795		
LO4		0.751		
PA1			0.651	
PA2			0.767	
PA3			0.822	
PA4			0.800	
PR1				0.792
PR2				0.767
PR3				0.749
PR4				0.745

Source: SmartPLS Program Data Output Version 4.0

The results of the table above show that the items are grouped together with each group having its own components. Therefore, based on the results in the table above, it is known that the indicators in this study have a value above 0.7, there is only one indicator that has a value of 0.651, but this is still tolerable so that convergent validity has been established.

The next convergent validity test is to find out the average variance extracted (AVE) value. AVE is the result of measuring the amount of variance that can be captured from its construct compared to the variance generated due to measurement error. AVE is obtained from the calculation technique with the PLS algorithm. A variable is said to be valid if it has an AVE value of more than 0.5 (Hair et al., 2019). The results of the average extracted variance (AVE) calculation are described in the table below.

AVE Table Table

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Awareness	0.832	0.836	0.888	0.665
Loyalty	0.822	0.830	0.882	0.652
Packaging	0.760	0.778	0.847	0.582
Price	0.761	0.762	0.848	0.582

Source: SmartPLS Program Data Output Version 4.0

The results of the table above show that all variables have passed the threshold set for AVE, which is 0.5. Therefore, convergent validity has been established. The next step after establishing convergent validity is to test discriminant validity, which in this study was carried out using the correlational method. The table above shows the results for the correlation test.

Table . Discriminant Validity Fornel Lacker

	Brand Awareness	Loyalty	Packaging	Price
Brand Awareness				
Loyalty	0.927			
Packaging	0.677	0.725		
Price	0.929	0.845	0.753	

Source: SmartPLS Program Data Output Version 4.0

Based on the results in the table above, it can be seen that the discriminant validity is now established because the indicator discriminant value is greater than the value below the discriminant score. Therefore, the discriminant validity has been established.

Outer Equation Model

The following are the outer loading results from bootstrapping results:

Outer Loading Table From Bootstrapping Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O /STDEV)	P values
BA1 <- Brand Awareness	0.825	0.823	0.034	24.334	0.000
BA2 <- Brand Awareness	0.782	0.779	0.054	14.516	0.000
BA3 <- Brand Awareness	0.800	0.798	0.043	18.687	0.000
BA4 <- Brand Awareness	0.854	0.855	0.025	33.805	0.000
LO1 <- Loyalty	0.843	0.840	0.032	26.124	0.000
LO2 <- Loyalty	0.837	0.836	0.031	26.727	0.000
LO3 <- Loyalty	0.795	0.792	0.040	19.987	0.000
LO4 <- Loyalty	0.751	0.751	0.052	14.443	0.000
PA1 <- Packaging	0.651	0.645	0.091	7.190	0.000
PA2 <- Packaging	0.767	0.762	0.056	13.694	0.000
PA3 <- Packaging	0.822	0.819	0.039	21.208	0.000
PA4 <- Packaging	0.800	0.799	0.042	19.015	0.000
PR1 <- Price	0.792	0.789	0.040	19.837	0.000
PR2 <- Price	0.767	0.766	0.041	18.711	0.000
PR3 <- Price	0.749	0.745	0.055	13.666	0.000
PR4 <- Price	0.745	0.744	0.062	11.953	0.000

Source: SmartPLS Program Data Output Version 4.0

Construct Reliability Test Results

Reliability testing is conducted to prove the accuracy, consistency, and precision of the instrument in measuring the construct (Sekaran and Bougie, 2016). This study tested the reliability of the items using the internal consistency reliability test, where

the test was conducted and measured using the Cronbach's alpha coefficient, composite reliability and corrected item total correlation. The table below is the pre-test result for reliability.

Construct Reliability Test Results Table

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Awareness	0.832	0.836	0.888	0.665
Loyalty	0.822	0.830	0.882	0.652
Packaging	0.760	0.778	0.847	0.582
Price	0.761	0.762	0.848	0.582

Source: SmartPLS Program Data Output Version 4.0

Based on the results of the table above, it shows that all variables are considered reliable because they are above the threshold, namely 0.7 for Cronbach's Alpha and Composite Reliability.

Hypothesis Test Results (Path Coefficient)

To find out the structural relationship between latent variables, hypothesis testing must be carried out on the path coefficients between variables by comparing the p-value with alpha (0.005) or t-statistics of (>1.96). The magnitude of the P-value and also the t-statistics are obtained from the output on SmartPLS using the bootstrapping method.

Table 4.13 Path Coefficient Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Brand Awareness → Loyalty	0.580	0.576	0.090	6.432	0.000
Packaging → Loyalty	0.174	0.181	0.075	2.305	0.021
Price → Loyalty	0.144	0.147	0.098	1.471	0.141

Source: SmartPLS Program Data Output Version 4.0

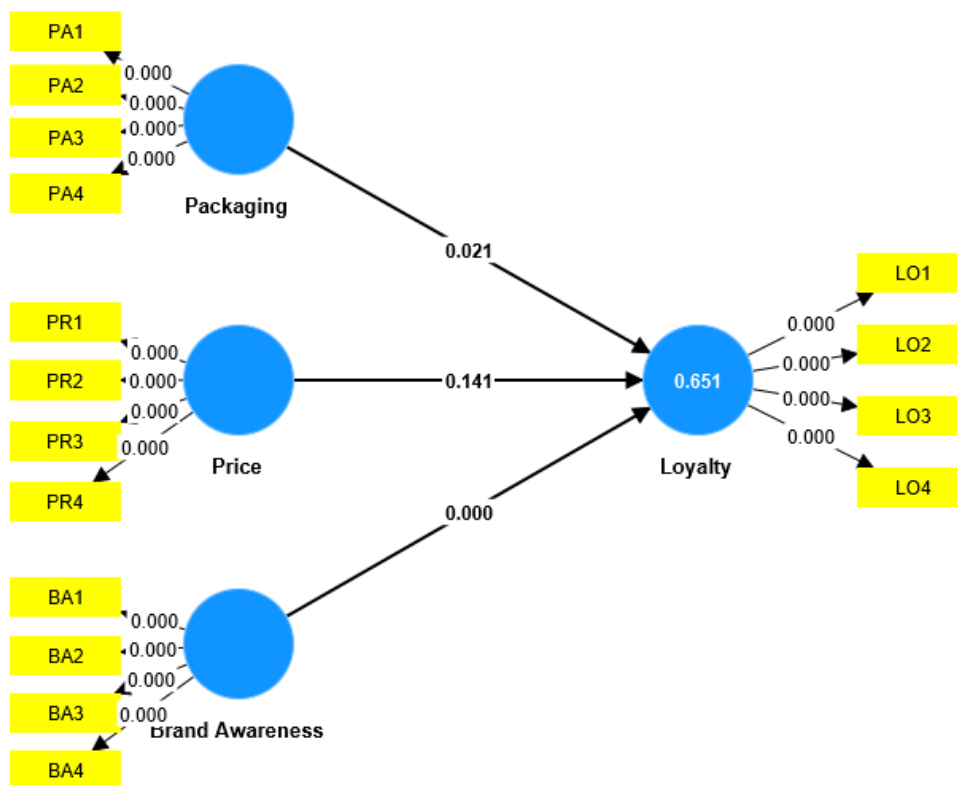
The results of the table above show that no variables have a path coefficient of 0 or below 0, which means that the relationship between the variables is strong. Hypothesis 1 states that *Packaging* influential positive on *Loyalty* with a path coefficient of 0.174, a t-statistics value of 2.305 and a p-value of 0.000. Therefore, it can be concluded that H1 is supported.

Hypothesis 2 states that *Price* influential positive on *Loyalty* with a path coefficient of 0.147, a t-statistics value of 1.471 and a p-value of 0.141. Therefore, it can be concluded that H2 is not supported.

Hypothesis 3 states that *Brand Awareness* has a positive effect on *Loyalty* with a path coefficient of 0.576, a t-statistics value of 6.432 and a p-value of 0.000. Therefore, it can be concluded that H3 is supported.

Basic Equation Model of Inner Model

The model in describing the relationship between latent variables and indicators (Hair, et al., 2019), consists of exogenous and endogenous variables. Exogenous refers to variables that can be influenced by factors outside the research model, while endogenous refers to variables that can be influenced by other endogenous factors and also exogenous in the research model itself.



Path model image (Bootstrapping)

Source: SmartPLS Program Data Output Version 4.0

F-Square Test Results

F-Square Value Table

	Brand Awareness	Loyalty	Packaging	Price
Brand Awareness		0.414		
Loyalty				
Packaging		0.055		
Price		0.024		

Source: SmartPLS Program Data Output Version 4.0

Based on the table above, it is known that the F Square value for the brand awareness variable is 0.414, which is included in the strong category. This means that brand awareness has a strong influence on loyalty.

The F Square value for the packaging variable is 0.055, which is included in the weak category. This means that packaging has a weak influence on loyalty.

The F Square value for the price variable is 0.024, which is included in the weak category. This means that weak has a weak influence on loyalty.

Analysis Discussion

1. The Influence of Packaging on Loyalty

Hypothesis 1 states that *Packaging* influential positive on *Loyalty* with a path coefficient of 0.174, a t-statistics value of 2.305 and a p-value of 0.000. Therefore, it can be concluded that H1 is supported.

The visual and structural qualities of packaging such as color, font, brand logo, packaging material, shape, product information and other elements communicate brand personality, creating unique brand associations. In addition, the visual, verbal and tactile attributes of packaging provide cues to product performance, quality, usage situations and evoke past experiences in the consumer's memory. Consequently, product packaging is a key determinant of its quality. Packaging can enhance consumer satisfaction which underlies greater loyalty and profitability (Mensah et al., 2022).

2. The Influence of Price on Loyalty

Hypothesis 2 states that *Price* influential positive on *Loyalty* with a path coefficient of 0.147, a t-statistics value of 1.471 and a p-value of 0.141. Therefore, it can be concluded that H2 is not supported.

Price can indeed affect customer loyalty, especially in industries where price sensitivity is high, and products or services are considered commodities. In such cases, consumers may be more likely to switch brands if they find a better price elsewhere, even if they have been loyal to a particular brand for some time. Price promotions or discounts by competitors can lure customers, leading to a loss of loyalty. Price perceptions are closely related to value perceptions. While higher prices may indicate superior quality or exclusivity to some customers, a significant price increase without corresponding benefits can lead to negative value perceptions. If customers feel that they are not getting adequate value for their money, they may reconsider their loyalty to the brand and look for other options. While price may not be the sole determinant of loyalty, it can still affect customer satisfaction. When customers feel that they are paying a fair price for the product or service they receive, it can have a positive impact on their satisfaction and, in turn, contribute to loyalty.

3. The Influence of Brand Awareness and Loyalty

Hypothesis 3 states that *Brand Awareness* has a positive effect on *Loyalty* with a path coefficient of 0.576, a t-statistics value of 6.432 and a p-value of 0.000. Therefore, it can be concluded that H3 is supported.

Brand loyalty provides added value to the company. Several factors increase brand loyalty. These factors are included in the brand equity dimension. The brand equity dimension consists of brand awareness. The definition of brand awareness is the ability of consumers to recognize a particular brand in their minds. Brand awareness affects brand loyalty. A high level of brand awareness will lead to higher brand loyalty (Chinamona and Mazariri, 2019).

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the results of the analysis that has been carried out, the conclusions of this study are:

- 1) The magnitude of the influence of packaging on loyalty with the *original sample*

value (path coefficient) is as big as 0.174 or 17.4% And mark *p-value* is $0.000 < 0.05$. So it can be said that packaging has an influence positive And significant to loyalty on packaging Vegetable The ideal box is 17.4%.

- 2) The magnitude of the influence of price on loyalty with the *original sample value (path coefficient)* is as big as 0.147 or 14.7% And mark *p-value* is $0.141 > 0.05$. So it can be said that price has no influence positive And significant to loyalty on packaging Vegetable Ideal box .
- 3) The magnitude of the influence of brand awareness on loyalty with the *original sample value (path coefficient)* is as big as 0.576 or 57.6% and The *p-value* is $0.000 < 0.05$. So it can be said that brand awareness have influence positive And significant to loyalty on the ideal Vegetable Box packaging, which is 57.6%.

Suggestion

- 1) On study next can add variable other Which can influence loyalty, for example product quality, customer satisfaction, and service quality.
- 2) In further research, the research sample can be expanded by using all consumers who have used the vegetable box application so that there are no specific criteria for being able to become a consumer. respondents so that more data is obtained
- 3) In further research, an open questionnaire or interview method can be added so that consumers can clearly explain the information they need.

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