# The Relationship Between Taste, Price, and Packaging Design To Consumer Purchase Interest in Ketakasi Coffee in Sidomulyo Village, Silo District, Jember Regency

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**Abstract:** Companies always research buyer behavior to determine consumer desire for their products. This increases consumer satisfaction so that the product is liked and company profits also increase. Nowadays, coffee can be processed into various flavors that can be enjoyed. This phenomenon gave rise to the idea for farmer groups or cooperatives in Sidomulyo Village, Silo District, Jember Regency to produce coffee with the distinctive taste of Ketakasi coffee packaged in various designs. The research objectives are (1) Identifying consumer perceptions of the taste of Ketakasi coffee (2) Identifying consumer perceptions of the price of Ketakasi coffee (3) Identifying consumer perceptions of Ketakasi coffee packaging design (4) Analyzing the relationship between taste, price and packaging design with purchase intention Ketakasi coffee consumers. The research method uses a qualitative descriptive method which was carried out purposively on consumers of Kertakasi robusta coffee. The research sample consisted of 33 consumers based on Taro Yamane's formula calculations. The research results show (1) Ketakasi robusta coffee has a strong aroma, strong aftertaste, and delicious taste (2) The price of canned Ketakasi coffee is affordable, the price is in line with product quality and competitive with similar products (3) Robusta coffee packaging design. Kertalasi displays attractive packaging and clear product information (4) The relationship between taste, price, and packaging design on consumers' buying interest in Ketakasi coffee in Sidomulyo Village, Silo District, Jember Regency is that taste has a sufficient but not significant correlation, price has a sufficient correlation and significant, and packaging design has a very weak but not significant correlation.

**Keywords:** Buyer Behavior, Coffee, Consumers

## INTRODUCTION

Coffee drinks are drinks made from coffee bean extract. 2.25 billion cups of coffee are consumed every day throughout the world. In 2013, according to the International Coffee Organization, world coffee demand was estimated at around 8.77 million tons. The largest coffee-producing regions in Indonesia are Lampung, North Sumatra and East Java. (BPS-Statistics, 2023).

According to (Central Statistics Agency, 2020), Silo District is the sub-district with the highest area in Jember Regency with an area reaching 2,133.00 hectares in 2019. This area increased rapidly by 13.36% from the previous year, namely 1,881.59 hectares. This area has caused quite a lot of coffee production in Silo District, reaching 788.58 tons in 2019. The development of the times has also increased human needs for balanced nutrition, as well as the trend towards organic farming systems.

Nowadays, coffee can be processed into various types of flavors that can be enjoyed. This phenomenon gave rise to the idea for farmer groups or cooperatives in Sidomulyo Village, Silo District, Jember Regency to produce coffee with the distinctive taste of Ketakasi coffee packaged in various designs.

Ketakasi Coffee is one of the farmer group businesses that produces coffee in Sidomulyo Village, Silo District, Jember Regency. Farmer group business under the auspices of a multi-business cooperative which positions itself as a Ketakasi Coffee business. This fact is what prompted researchers to analyze the relationship between taste, price, and packaging design and consumer buying interest in Ketakasi Cooperative coffee in Sidomulyo Village, Silo District, Jember Regency.

## METHOD

The determination of the research area was carried out purposively and was chosen, namely Jember Regency as an area whose population is mostly consumers of Ketakasi robusta coffee. KSU 'Buah Ketakasi' in Sidomulyo Village is one of the villages in Silo District, Jember Regency which is located in Jember Regency which is in a strategic position, where the village is the location of the highest coffee production in Jember Regency, and KSU 'Buah Ketakasi' in Sidomulyo Village has ready-to-drink coffee products with various packaging. The research was carried out on December 28, 2023. The research method was carried out using qualitative descriptive methods. The research sample used the Taro Yamane formula. The total research sample was 33 consumers who had purchased Ketakasi coffee products in Sidomulyo Village, Silo District, Jember Regency.

The data analysis method used qualitative descriptive analysis. To analyze the first, second, and third research objectives, researchers used data analysis using qualitative descriptive techniques. This technique is used to describe an incident, symptom, or event that occurs regarding the relationship between taste, price, and packaging design of Ketakasi coffee and purchase interest through collecting ordinal data from several indicators of taste, price, packaging design, and purchase interest.

Budiaji, (2013) stated, that to determine the level of consumer perception, research was analyzed descriptively and scored using a Likert scale approach as the main research variable. Likert is a scale that functions as a measurement of the opinion of a person or group that identifies social events or phenomena. To test the level of consumer perception of taste, price, and packaging design as independent variables (x). and consumer purchasing interest as an independent variable (Y), the following formula is used:

$$\frac{Obtained\ Score}{Maximum\ Score} \times 100\%$$

The criteria for consumer perception regarding taste, price and packaging design are assessed as follows:

| | |
|---|---|
| Strongly disagree | = 0 – 20% |
| Disagree | = 21 – 40% |
| Medium/Fair | = 41 – 60% |
| Agree | = 61 – 80% |
| Strongly agree | = 81 – 100% |

The resulting values obtained if plotted via a continuous line can be seen in the following figure:
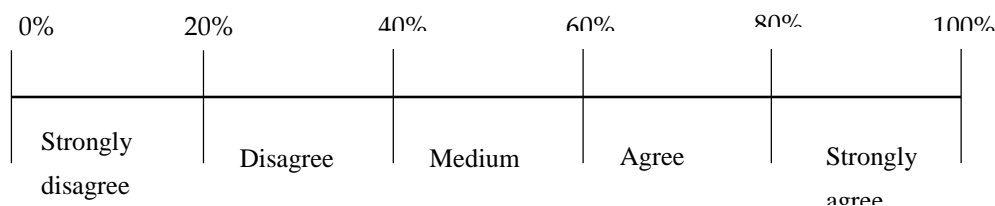


Figure 1. Continuum Line

To achieve the first objective, namely knowing the perception of taste according to consumers, various indicators are used as listed in Table 2.1

Table 2.1 Measurement of Consumer Perceptions of the Taste of Ketakasi Coffee (X1)

| | The Taste of Ketakasi Coffee | Consumer Opinion | |
|---|---|---|---|
| No | Indicator | Criteria | Score |
| 1 | Distinctive aroma with coffee aroma | Strongly agree | 5 |
| | | Agree | 4 |
| | | Medium/fair | 3 |
| | | Disagree | 2 |
| | | Strongly disagree | 1 |
| 2 | The product has a quality taste | Strongly agree | 5 |
| | | Agree | 4 |
| | | Medium/fair | 3 |
| | | Disagree | 2 |
| | | Strongly disagree | 1 |
| 3 | The texture is not too liquid and also not too hard or lumpy | Strongly agree | 5 |
| | | Agree | 4 |
| | | Medium/fair | 3 |
| | | Disagree | 2 |
| | | Strongly disagree | 1 |
| 4 | Coffee can be served cold or hot | Strongly agree | 5 |
| | | Agree | 4 |
| | | Medium/fair | 3 |
| | | Disagree | 2 |
| | | Strongly disagree | 1 |
| 5. | The product has a strong after taste after tasting it. | Strongly agree | 5 |
| | | Agree | 4 |
| | | Medium/fair | 3 |
| | | Disagree | 2 |
| | | Strongly disagree | 1 |

To achieve the second objective, namely knowing the perception of price according to consumers, various indicators are used as listed in Table 2. 2

Table 2.2 Measurement of Consumer Perceptions of Kertakasi Coffee Prices (X2)

| | Price of Ketakasi Coffee | Consumer Opinion | |
|---|---|---|---|
| No | Indicator | Criteria | Score |
| 1 | The price of Ketakasi coffee is affordable. | Strongly agree | 5 |
| | | Agree | 4 |
| | | Medium/fair | 3 |
| | | Disagree | 2 |
| | | Strongly disagree | 1 |
| 2 | Prefer Ketakasi coffee products compared to similar brands because the prices offered are competitive. | Strongly agree | 5 |
| | | Agree | 4 |
| | | Medium/fair | 3 |
| | | Disagree | 2 |
| | | Strongly disagree | 1 |
| 3 | The suitability of price with the quality of Ketakasi coffee products is in accordance with the price level offered | Strongly agree | |
| | | Agree | 5 |
| | | Medium/fair | 4 |
| | | Disagree | 3 |
| | | Strongly disagree | 2 |
| | | | 1 |

To achieve the third objective, namely knowing the perception of packaging design according to consumers, various indicators are used as listed in Table 2.3

Table 2.3 Measurement of Consumer Perceptions of Kertakasi Coffee Packaging Design (X3)

| Ketakasi Coffee Packaging Design | | Consumer Opinion | |
|---|---|---|---|
| No | Indicator | Criteria | Score |
| 1 | Ketakasi coffee products feature attractive packaging and varied color matches | Strongly agree | 5 |
| | | Agree | 4 |
| | | Medium/fair | 3 |
| | | Disagree | 2 |
| | | Strongly disagree | 1 |
| 2 | Ketakasi coffee products have packaging sizes that suit consumers. | Strongly agree | 5 |
| | | Agree | 4 |
| | | Medium/fair | 3 |
| | | Disagree | 2 |
| | | Strongly disagree | 1 |
| 3 | Ketakasi coffee products are brands that are easy to remember and read. | Strongly agree | 5 |
| | | Agree | 4 |
| | | Medium/fair | 3 |
| | | Don't agree | 2 |
| | | Strongly disagree | 1 |
| 4 | The appearance of the Ketakasi coffee products displayed is attractive and easy to recognize | Strongly agree | 5 |
| | | Agree | 4 |
| | | Medium/fair | 3 |
| | | Don't agree | 2 |
| | | Strongly disagree | 1 |
| 5 | The typography and elements in the Ketakasi coffee packaging design are attractive | Strongly agree | 5 |
| | | Agree | 4 |
| | | Medium/fair | 3 |
| | | Don't agree | 2 |
| | | Strongly disagree | 1 |

To test the fourth formulation using Spearman Rank correlation. According to Yudihartanti, (2018) Spearman Rank Correlation uses data from two variables from different data sources, the type of data that will be correlated is ordinal data and the two variable data do not have to form a normal distribution. Spearman Rank Correlation uses ordinal data (tiered/ranked) and is distribution free. According to Muhson, (2015) the Spearman Rank Correlation formula is as follows:

$$rs = 1 - \frac{6 \sum b_i^2}{n(n^2-1)}$$

Where :

rs = Spearman Rank Correlation Coefficient

n = Number of Samples

bi = Rank difference between variables

Guidelines for Strength of Relationship (Correlation Coefficient)

1. 0.00 - 0.25 = very weak correlation.

2. 0.26 - 0.50 = sufficient correlation.

3. 0.51 - 0.75 = strong correlation.

4. 0.76 - 0.99 = very strong correlation.

5. 1.00 = perfect correlation.

To test the level of significance of the relationship, use the t test. if the sample used in this study is less than 10 then (n<10) with a confidence level of 95%, with the following formula:

$$t = rs \sqrt{\frac{n - 2}{1 - (rs)^2}}$$

The decision making criteria with a 95% confidence level of α=0.05 are as follows:

- If t count ≥ t table α=0.05 then Ho is rejected, then there is no relationship between taste, price and coffee packaging design and interest in buying Ketakasi cooperative coffee

- If t count < t table α=0.05 then Ho is accepted, then there is a relationship between taste, price and coffee packaging design and interest in buying Ketakasi cooperative coffee

Before correlation analysis, it is necessary to measure buying interest using the indicators as listed in Table 2.4

Table 2.4 Aspects of Interest in Buying Ketakasi Coffee

| No | Indicator | Criteria | Score |
|---|---|---|---|
| | | Purchase Interest | |
| 1 | Product as expected | Strongly agree | 5 |
| | | Agree | 4 |
| | | Medium/fair | 3 |
| | | Disagree | 2 |
| | | Strongly disagree | 1 |
| 2 | Information about the products offered. | Strongly agree | 5 |
| | | Agree | 4 |
| | | Medium/fair | 3 |
| | | Disagree | 2 |
| | | Strongly disagree | 1 |
| 3 | Buying products with advantages that their competitors don't have, Buying because of the product's superiority, Buying products according to their needs | Strongly agree | |
| | | Agree | |
| | | Medium/fair | 5 |
| | | Disagree | 4 |
| | | Strongly disagree | 3 |
| | | | 2 |
| | | | 1 |
| 4 | Make a trial purchase of the product, Make a repeat purchase of the product, The product has many advantages, Completeness of the product in terms of taste | Strongly agree | |
| | | Agree | |
| | | Medium/fair | 5 |
| | | Don't agree | 4 |
| | | Strongly disagree | 3 |
| | | | 2 |
| | | | 1 |
| 5 | Invite other people after buying, Subscribe to buy every week, collaborate with Ketakasi coffee | Strongly agree | 5 |
| | | Agree | 4 |
| | | Medium/fair | 3 |
| | | Don't agree | 2 |
| | | Strongly disagree | 1 |

## RESULTS AND DISCUSSION

Respondent Characteristics

The characteristics of the respondents used in this research are in terms of age and education level of the respondents. Age is the age of each respondent while the educational characteristic is the last formal education that has been completed. This characteristic is aimed at Ketakasi coffee consumers in Sidomulyo Village, Silo District, Jember Regency.

Based on table 3.1, shows that the age of consumers used as research objects is predominantly aged 25 years - 30 years with 10 respondents. The respondent profile was dominated by high school students with a total of 13 respondents and dominated by male consumers with a percentage of 28 respondents.

### 3.1 Respondent Profile Based on Age

| No | Age (year) | Amount (person) | Percentage (%) |
|---|---|---|---|
| 1 | 25 Year - 30 Year | 10 | 30.00 |
| 2 | 31 Year - 35 Year | 2 | 6.00 |
| 3 | 36 Year - 40 Year | 7 | 21.00 |
| 4 | 41 Year - 45 Year | 4 | 12.00 |
| 5 | 46 Year - 50 Year | 5 | 15.00 |
| 6 | 51 Year - 55 Year | 3 | 9.00 |
| 7 | 56 Year - 60 Year | 2 | 6.00 |
| **Amount** | | **33** | **100 .00** |

Source: Primary Data, 2024

### 3.2 Respondent Profile Based on Education

| No | Education | Amount (person) | Percentage (%) |
|---|---|---|---|
| 1 | S1 | 14 | 42.00 |
| 2 | D3 | 3 | 9.00 |
| 3 | Senior High School | 1 3 | 39.00 |
| 4 | Junior High School | 3 | 9.00 |
| 5 | elementary school | 0 | 0.00 |
| Amount | | 33 | 100 .00 |

Source: Primary Data, 2024.

### 1.3 Respondent Profile Based on Gender

| No | Type Sex | Amount | Percentage (%) |
|---|---|---|---|
| 1 | Woman | 5 | 15.00 |
| 2 | Man | 28 | 8 5.00 |
| | Amount | 33 | 100.00 |

Source: Primary Data, 2024.

1.4 Consumer Perceptions of the Taste of Kertakarsi Coffee

Taste is a way of selecting food that must be distinguished from the taste of the food. Regarding the taste characteristics of Ketakasi Robusta coffee, it is very interesting because Ketakasi Robusta coffee has different characteristics compared to Arabica coffee. The following is a discussion of the taste characteristics of robusta coffee based on the results of organoleptic tests: strong coffee aroma, strong aftertaste, coffee acidity is not sour, the coffee tastes good, and the coffee brewing density is rather thick.

Table 3.4 below shows consumer perceptions of the taste of Ketasi cooperative coffee consumers in Sisomulyo Village, Silo District, Jember Regency.

Table 3.4 Consumer Perceptions of the Taste of Ketakasi Coffee in 2022

| Criteria | Score | Category Scoring | Number of Respondents | Percentage (%) |
|---|---|---|---|---|
| Very Agree | 5 | 81- 100 | 3 | 9.00 |
| Agree | 4 | 61 -80 | 27 | 82.00 |
| Simply Agree | 3 | 41 -60 | 3 | 9.00 |
| Disagree | 2 | 21 - 40 | 0 | 0.00 |
| Very Don't agree | 1 | 0 - 20 | 0 | 0.00 |
| Amount | | | 33 | 100.00 |

Source: Primary Data, 2024.

The table above shows that 82% of respondents agree that Ketakasi robusta coffee has a strong aroma, strong aftertaste and delicious taste. As many as 9% of respondents strongly agreed with this statement, and 9% of respondents somewhat agreed.

## 1.5 Consumer Perceptions of Ketakasi Coffee Prices

300-gram cans of Ketakasi coffee are sold for IDR 60,000. The price reflects the quality of the coffee produced and the production process involved, including the selection of high-quality coffee beans, processing, and packaging. By considering the packaging, this price probably reflects the added value of canned packaging which can maintain the freshness of the coffee for a longer period.

In addition, the 100% real coffee ingredient content confirms the quality of the product which is not mixed with other ingredients, which might contribute to the slightly higher price. Lastly, a medium roast level indicates a level of roasting that may suit a wider range of taste preferences, and this process also requires specific knowledge and skills from the producer to achieve the desired consistency and taste.

Thus, the price of 60,000 rupiah for a can of Ketakasi robusta coffee with a net weight of 200 grams with 100% real coffee ingredients and a medium roast level reflects a fair value for the quality and features offered by the product.

Table 3.5 describes consumer perceptions of the price of Ketasi cooperative coffee in Sisomulyo Village, Silo District, Jember Regency.

Table 3.5 Consumer Perceptions of Ketakasi Coffee Prices in 2022

| Criteria | Score | Scoring Category | Number of Respondents (people) | Percentage (%) |
|---|---|---|---|---|
| Strongly agree | 5 | 81- 100 | 4 | 12.00 |
| Agree | 4 | 61 - 80 | 24 | 73.00 |
| Simply Agree | 3 | 41 – 60 | 5 | 15.00 |
| Disagree | 2 | 21 – 40 | 0 | 0.00 |
| Strongly Disagree | 1 | 0 - 20 | 0 | 0.00 |
| Amount | | | 33 | 100.00 |

Source: Primary Data, 2024.

Table 3.5 above shows that 73% of respondents agree that the price of canned Ketakasi coffee is affordable, the price is in line with product quality and competitive with similar products. As many as 15% of respondents quite agreed with this statement, 12% strongly agreed.

## 1.6 Consumer Perceptions of Ketakasi Coffee Packaging Design

Coffee packaging design is an important element in differentiating brands and products in a market full of competition. The packaging design for Ketakasi robusta coffee with a white base color and black

writing, as well as coffee illustrations, there are several packaging design characteristics: simple and clean, elegant and luxurious, clear contrast, attractive coffee illustrations, clear product information, consistent branding, suitability to the target market, durability and safety, as well as creativity and innovation.

The following is a table of consumers' price perceptions of Ketasi cooperative coffee in Sidomulyo Village, Silo District, Jember Regency.

Table 3.6 Consumer Perceptions of Ketakasi Coffee Packaging Design in 2022

| Criteria | Score | Scoring Category | Number of Respondents (people) | Percentage (%) |
|---|---|---|---|---|
| Strongly agree | 5 | 81- 100 | 0 | 0.00 |
| Agree | 4 | 61 -80 | 32 | 97.00 |
| Simply Agree | 3 | 41 -60 | 1 | 3.00 |
| Disagree | 2 | 21 - 40 | 0 | 0.00 |
| Strongly Disagree | 1 | 0 - 20 | 0 | 0.00 |
| Amount | | | 33 | 100.00 |

Source: Primary Data, 2024.

Table 3.6 shows that 97% of respondents agree that the Ketakasi robusta coffee packaging design displays attractive packaging and clean and elegant color matching, attractive coffee illustrations and clear product information and only 3% of respondents said they quite agree with this statement.

**1.7 The Relationship between Taste, Price and Packaging Design with Consumer Purchase Interest**

Consumer buying interest is the level of consumer interest or desire to buy or use a product or service. It includes various aspects, such as consumers' desires, preferences, intentions and attitudes towards a particular product or brand. Consumer purchasing interest in Ketakasi coffee is measured using several indicators with the results listed in Table 3.7

Table 3.7 Consumer Purchase Interest in Ketakasi Coffee in 2022

| Criteria | Score | Scoring Category | Number of Respondents (people) | Percentage (%) |
|---|---|---|---|---|
| Strongly agree | 5 | 81- 100 | 2 | 6.00 |
| Agree | 4 | 61 -80 | 31 | 94.00 |
| Simply Agree | 3 | 41 -60 | 0 | 0.00 |
| Disagree | 2 | 21 - 40 | 0 | 0.00 |
| Strongly Disagree | 1 | 0 - 20 | 0 | 0.00 |
| Amount | | | 33 | 100.00 |

Source: Primary Data, 2023.

Table 3.7 shows that 94% agreed that the Ketakasi Robusta coffee product was as expected, the information about the product was as offered and bought the product with the superior taste offered. And 6% of respondents strongly agreed with this statement.

The next step is to carry out a Hypothesis Test. Where the relationship between taste, price and packaging design on consumers' buying interest in Ketakasi coffee in Sidomulyo Village, Silo District, Jember Regency, was carried out using SPSS with a confidence level of 95% ( $\alpha = 0.05$). with the same results as can be seen in Tables 3.8 and 3.9. :

Table 3.8 The Relationship between Taste, Price and Packaging Design on Consumer Purchase Interest in Katakasi Coffee in 2022

| No | Variable | Ketakasi Coffee Consumer Buying Interest | | | |
|---|---|---|---|---|---|
| | | Rs (Rank Spearman) | Correlation Level | Sig. | Information |
| 1 | Taste | 0.27 | Enough | 0.129 | Not significant |
| 2 | Price | 0.432 | Enough | 0.012 | Significant |
| 3 | Packaging Design | 0.167 | Very weak | 0.352 | Not significant |

Source: Primary Data, 2023.

Based on the results of the analysis above, the significance value for variable X1 has a significance value of 0.129 > 0.05, so variable X1 (Taste) is quite correlated but not significant to consumer buying interest. in Sidomulyo Village, Silo District, Jember Regency.

a significance value of 0.012 < 0.05, so variable in Sidomulyo Village, Silo District, Jember Regency.

Based on the results of the analysis above, the significance value for variable X3 has a significance value of 0.352 > 0.05, so variable in Sidomulyo Village, Silo District, Jember Regency.

Table 3.9 Test Results Significance Value of the Correlation of Taste, Price, and Design

| No | Variable | Ketakasi Coffee Consumer Buying Interest | |
|---|---|---|---|
| | | Sig. | Information |
| 1 | Taste | 0.90 | Not related |
| 2 | Price | 0.27 | Relate |
| 3 | Packaging Design | 0.496 | Not related |

Source: Primary Data, 2023.

The relationship between taste and consumer buying interest, based on the results of the Spearman rank correlation statistical test as taste, shows that there is an insignificant relationship. Based on the t test, the significance value of X1 is 0.90 calculated ≥ t table α=0.05 then Ho is rejected, so there is no relationship between taste and interest in buying Ketakasi cooperative coffee.

The relationship between price and consumer buying interest, based on the results of the Spearman rank correlation statistical test as price, shows that there is a significant relationship. Based on the t-test, the significance value of

The relationship between packaging design and consumer buying interest, based on the results of the Spearman rank correlation statistical test, shows that there is an insignificant relationship. Based on the t test, the significance value of X3 is 0.496 calculated ≥ t-table α=0.05, then H0 is rejected, so there is no relationship between packaging design and interest in buying Ketakasi cooperative coffee.

## CONCLUSION

82.00% of consumers stated that they agreed to consume Ketakasi robusta coffee because it has a strong aroma, strong aftertaste and delicious taste, while 9.00 consumers strongly agreed with this statement, and 9.00 consumers quite agreed.

73.00% of consumers agree that the price of canned Ketakasi coffee is affordable, the price is in line with product quality and competitive with similar products. A total of 15.00 consumers quite agreed with this statement, 12.00 strongly agreed.

97.00% of consumers were interested that the Ketakasi robusta coffee packaging design featured attractive packaging and clean and elegant color matching, attractive coffee illustrations and clear product information and 3.00 consumers were quite interested in this statement.

The relationship between taste, price and packaging design on consumers' buying interest in Ketakasi coffee in Sidomulyo Village, Silo District, Jember Regency is: Taste has a sufficient but not significant correlation, price has a sufficient and significant correlation, and packaging design has a very weak but not significant correlation. not significant

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