



The influence of jenang ayas label and packaging on customer purchase decision

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ABSTRACT

Jenang ayas is ethnic food from Gresik, East Java, Indonesia. Recently, jenang ayas are still packaged using improvised packaging, and the information conveyed regarding the product is still lacking. Even though the label information on the packaging can attract consumers' attention in making purchases, packaging will not only serve to protect the product but also as a means of promotion to increase the selling value of the product and influence the customer purchase decision. Therefore, this study aimed to examine the influence of the jenang ayas label and packaging that affect the customer purchase decision. A quantitative method with a descriptive approach was adopted following 179 responses to the online questionnaire. The finding revealed that the independent variables (label and packaging of jenang ayas) positively affected the dependent variable (customer purchase decision) both partially and simultaneously. The influence of food labels was greater than the packaging, with a value of 0.200 compared to 0.119. Label information, especially the expiration date, becomes an important factor in the jenang ayas product based on consumer choice. This study result provides useful insight into strategies for producing jenang ayas as Gresik food souvenir products in the Asian business.



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INTRODUCTION

Gresik is one of the tourist areas that have the potential to be developed well in Indonesia. The existence of religious tourist destinations such as the tomb of Sunan Giri, the tomb of Sunan Maulana Malik Ibrahim, and the Leran religious tomb area promotes Gresik not only in Indonesia but also overseas. Every year there is an increase in the number of tourist visits. In 3 years, from 2015 to 2018, there was an increase in the number of tourist visits by 12% to 3,568,545 people (Dinas Kebudayaan dan Pariwisata Kabupaten Gresik 2021)

The Covid-19 pandemic has indeed reduced the number of tourists (Sageng et al. 2021), especially foreign tourists. However, there is still growth related to the number of tourist destinations and business actors in Gresik Regency. There were 14 destinations in 2019, and it has grown to 24 tourist destinations in 2020 (an increase of 71%). The 6% increase in business actors, from 409 to 456 business actors, consists of food producers, food sellers, etc. (Dinas Pariwisata dan Kebudayaan Kab Gresik 2020). One of the promising businesses in Gresik tourism is food souvenirs.

Food souvenir products should have not only good quality but also the best packaging factor. Packaging and labels are important tools in marketing to attract consumers' attention (Brunazzi et al. 2021). One of Gresik's unique souvenirs is *jenang ayas*.

Jenang ayas is one of Gresik's traditional products made from white glutinous rice flour mixed with coconut milk and sugar. *Ayas* can be easily found in various souvenir shops typical of Gresik and shops of various tourist destinations in the Gresik Regency. The appearance of *jenang ayas* is quite interesting because it is rectangular and colorful with a sprinkling of sesame on its surface. As well as having a sweet taste and even some innovative fruit flavor. This product also has a shelf life of 3-4 days which is longer than other typical Gresik products (such as *pudak* and *otak-otak bandeng*) (Mardhiyyah 2019) so it is quite popular with tourists as souvenirs.

Unfortunately, nowadays, the *ayas* packing is very plain, and the label information is very limited. Generally, *jenang ayas* are packaged using PE plastic and mica plastic as secondary packaging (Figure 1). Meanwhile, the label is a

small sticker with only a limited description of the trade name, production address, and telephone number. Several brands have included the P-IRT number and date of expiration, but it is very scarce. Mardhiyyah (2019) reports that Gresik traditional food had limited labels and packaging without nutrition labels on the packaging.

Several studies related to MSME products show that product packaging influences consumer purchasing decisions, one of which is fish crackers in Rembang Regency (Suprpto and Azizi (2020). Even Kurnia (2017) adds that the packaging of typical North Sumatran snacks strongly correlates to product quality according to consumers. Therefore, this study aimed to examine the influence of the *jenang ayas* label and packaging that affect the customer purchase decision.

It is interesting to study how the influence of packaging and labels on *Jenang ayas* typical Gresik products on consumer purchasing decisions.

METHODOLOGY

Sampling Procedure and Data Collection

The method used in this research was a quantitative method with a descriptive approach. The criteria of respondents were (1) *jenang ayas* customers (have bought and or consumed *jenang ayas*), (2) aged 15-50 years, and (3) domiciled in Gresik and outside Gresik. The research was conducted only through Google Forms. The survey information was posted on social media and published in the local shop that sells Gresik food souvenirs (including *jenang ayas*).

In this study, the customer of *jenang ayas* (total population) was not known for certain, and the determination of the quota or the number of samples can use the Lemeshow formula as follows (Sugiyono, 2014):

$$n = \frac{Z^2 x P(1 - P)}{d^2}$$

Information:

- n : number of samples
- Z : Z score at 95% confidence or sig.0.05 = 1.96
- P : maximum estimate = 0.5
- d : alpha or sampling error 10% = 0.10

Calculation from the equation above showed the number of samples used are $96.04 \approx 100$

samples. Total of 179 respondents were successfully collected online (because it was collected during the Covid-19 pandemic moment) in this study, therefore, considered more than enough.

Measurement

This study used three variables consisting of 2 independent variables, namely food labels (X1)

and packaging (X2), and one dependent variable, namely purchasing decisions (Y). Respondents were asked to assess a five-point Likert scale, with 1 representing strongly disagree to 5 representing strongly agree on a statement. The developed questionnaire was pre-tested and post-tested as part of its preliminary validity assessment. The measurement items for all constructs were listed in Table 1.

Table 1 Construct and Measurement

Construct	Items	Measurement	Mean
<i>Jenang ayas's</i> Label (X1)	L1	Importance of the name of the product (brand)	4.63
	L2	Importance of the description of product type	4.28
	L3	Importance of the halal logo	4.56
	L4	Importance of net or net weight	4.19
	L5	Importance of name and address of the production	4.39
	L6	Importance of product licensing codes such as BPOM RI MD / BPOM RI ML / P-IRT	4.41
	L7	Importance of the code, production date, and expiry date	4.78
	L8	Importance of the composition or list of ingredients	4.35
<i>Jenang ayas'</i> Packaging (X2)	K1	Usage of mica plastic for the <i>jenang ayas</i> packaging.	3.12
	K2	The attractiveness of mica packaging	3.17
	K3	The durability of mica packaging	3.13
	K4	Protection of mica packaging	3.19
	K5	Mica packaging is user-friendly	3.44
	K6	Usage of the box for the <i>jenang ayas</i> packaging.	4.14
	K7	The attractiveness of box packaging	4.18
	K8	The durability of box packaging	4.07
	K9	Protection of box packaging	4.14
	K10	Box packaging is user-friendly	4.07
<i>Jenang ayas'</i> Purchase Decision (Y)	KP1	Comparing one brand to another.	3.85
	KP2	Comparing the label of <i>jenang ayas</i>	3.92
	KP3	Comparing the thickness or net weight	3.86

Table 2 Sociodemographic of Respondents (n=179)

No	Sociodemographic Factors	Percentage (%)	Frequency
1	Gender		
	Man	35.2	63
	Woman	64.8	116
2	Age		
	15-23 years old	51.4	92
	24-32 years old	41.9	75
	33-41 years old	3.9	7
	42-55 years old	2.8	5
3	Last education		
	Middle school/equivalent	0	0
	High school/equivalent	11.2	20
	Diploma/bachelor	81.6	146
	Master	6.7	12
	Doctor	0.6	1
4	Profession		
	Student	46.9	84
	Civil servant	2.8	5
	General employees	25.1	45
	Self-employed	6.1	11
	Housewife	8.4	15
	Other	10.6	19
5	Domicile		
	Gresik	67.6	121
	Outside Gresik	32.4	58

Data Analysis

The data analysis steps were Instrument Test (validity and reliability test), Classical Assumption Test (normality test, autocorrelation, and heteroscedasticity), and Multiple Linear Regression Test.

Validity is a test to determine whether the instrument (question) used is precise and accurate in understanding questions for all respondents. Reliability is a test to determine the consistency and stability of the answers to questions by respondents. Cronbach's alpha is a reliability coefficient used to determine how well the questions and answers are positively correlated (Sekaran and Bougie 2009). Research data is said to be reliable if the value of Cronbach's alpha is more than equal to 0.6.

A multiple linear regression test is a statistical method used to obtain a mathematical relationship between 2 or more independent variables and the dependent variable with an interval scale. The equation will be structure in $Y = \alpha + \beta_1x_1 + \beta_2x_2$

The data obtained were tested by multiple linear regression to determine the relationship pattern between purchasing decisions, packaging factors, and traditional food labels.

RESULT AND DISCUSSION

Sociodemographic of Respondents

A total of 179 respondents were successfully collected in this study and exceeded the minimum limit based on the formula, which is 97 people. Table 2 shows the sociodemographic information of the respondents. The most respondents were female (64.8%) and lived in Gresik (67.4%). They were in the age group 15-23 years old (51.4%) with the last education in the group of Diploma/bachelor's degree (81.6%). Moreover, most of the respondents (46.9%) were students.

Instrument Test Results

Based on the validity test results, the correlation coefficient of all statement items consisting of 8 statement items for the food label variable, ten packaging variable statements, and three purchasing decision variable statements obtained that all statement items from each

variable are valid. This can be seen from the calculated r-value more than r table, and the significance are less than 0.05. After all items per variable are declared valid, proceed with the reliability test. The reliability test results can be seen from the value of Cronbach's Alpha. In all questions, the reliability value is 0.880 because the value is > 0.60, so it can be concluded that the data is reliable.

Classic Assumption Test Results

Normality test

Normality testing can be seen from the *probability plot graph* and the Kolmogorov-Smirnov technique. The results of the *probability plot graph* (Figure 1) obtained the spread plotting of the points approaching and following the direction of the diagonal line so that the data is normally distributed (Sekaran and Bougie, 2009) The histogram also shows that the data is spread out following the normal distribution graph so that the data can be said to have passed the normality test.

Autocorrelation Test

In testing this autocorrelation using the Durbin-Watson technique on SPSS ver.25. The

results of the autocorrelation test using the Durbin-Watson technique can be seen in Table 3. The Durbin-Watson value is 1.825.

This value will be compared with the dU value in the Durbin-Watson sig distribution table. 5% based on the number of independent variables (k=2) and the number of samples (N=179), the dU value obtained is 1.7780, and the dL value is 1.7329. Based on the table, the value of d is 1.991, this value of d lies between dU and 4-dU, so there is no autocorrelation.

Homogeneity Test

The Scatter Plot graph can be used to determine whether there is heteroscedasticity or not (homogeneity). The results of the heteroscedasticity test could be seen in Figure 2.

Based on the *scatterplot graph* in Figure 2, the points were distributed randomly above and below the number 0 on the Y-axis or have the same bandwidth. The dots did not enlarge or shrink or form a clear pattern, so it can be concluded that there were no symptoms of heteroscedasticity or homogeneity.

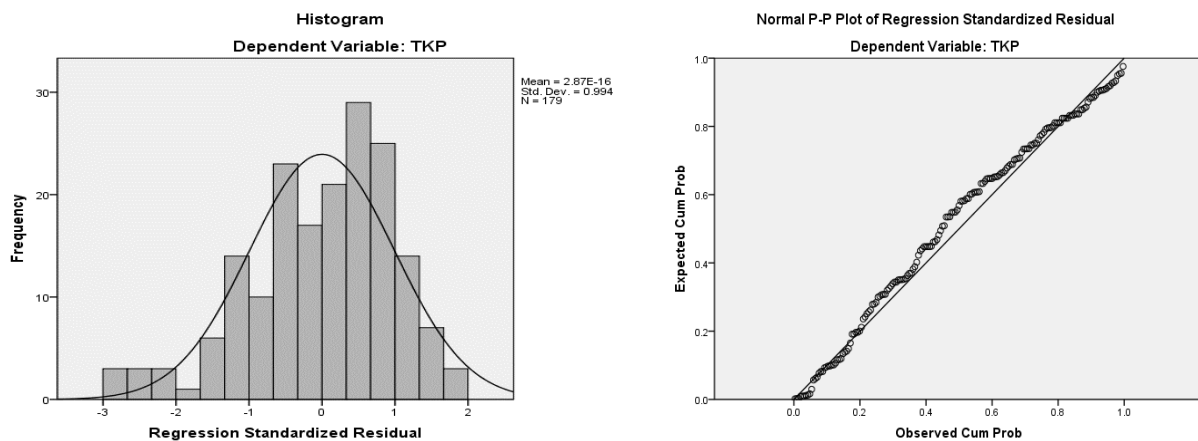


Figure 1 Graph of Histogram Data and PP Plot

Table 3 Autocorrelation Test Results and Coefficient of Determinationb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.530 ^a	.281	.273	2.37526	1991

a. Predictors: (Constant), TL (Food Label), and TK (Food Packaging)

b. Dependent Variable: KP (Customer Purchase Decision)

dL = 1.7329
 4 - dL = 4 - 1.7329 = 2.2671
 dU = 1.7780
 4 - dU = 4 - 1.7780 = 2.222
 d = 1,99

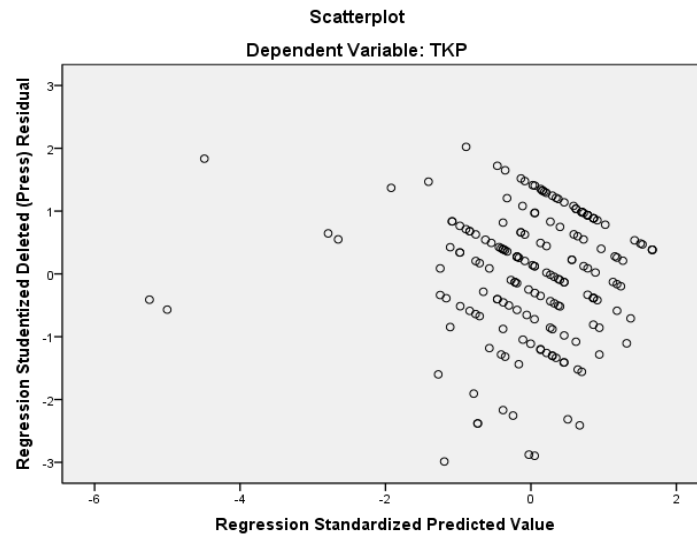


Figure 2 Scatter Plot Graph

Table 4 Results of Linear Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.142	1.397		.101	.919
	TL	.200	.039	.365	5.092	.000
	TK	.119	.034	.253	3,526	.001

a. Dependent Variable: TKP (Customer Purchase Decision)
 Independent Variables: TL (Food Label) and TK (Food Packaging)



Figure 3 Jenang Ayas in Mica Plastics

Multiple Linear Regression Test Results

From the *unstandardized coefficient* (Table 4), Model of Multiple Linear Regression Test Showed $Y = 0.142 + 0.2x_1 + 0.119x_2$ with a coefficient of determination of 0.530 (Table 4). From this equation, it can be interpreted as follows: 1) The value of 0,142, which is a constant or a condition where the purchasing decision

variable had not been influenced by other variables, namely the food label variable (X1) and the packaging variable (X2). If the independent variable did not exist, then the purchase decision variable did not change. 2) All the models used in the study showed the direction of a positive relationship (unidirectional) with purchasing decisions. These results indicated that better food

label and packaging variables increased consumer purchasing decisions.

The current study has successfully discovered several noteworthy findings. First, from the analysis showed in Table 1, the attributes that must be write on the *jenang ayas* label were the product name (*brand*) (4.62), the type of product description (4.28), halal logo (4.56), weight net or net volume (4.19), name and address of production (4.39), licensing code which was PIRT code (4.41), production and expired date (4.78), and composition or list of ingredients (4.35). Almost all label attributes by (BPOM 2018) must showed positive values to be listed on labels by consumers.

Among all attributes, code, production date, and expired date information got the highest score (4.78). This was important considering that the *jenang ayas* product was semi-wet food category or IMF (Intermediate Moisture Food). This IMF product has characteristics that are quite easy to damage because of its high-water content. The water content value ranges from 15-50%, with a water activity value (*Aw*) of less than 0.9. The presence of fat (from coconut milk) can cause oxidative damage to produce aldehyde and peroxide compounds and reduce product quality (Triwarsita et al. 2013). Omega, (2011) found that *dodol/jenang* had a shelf life of 4-5 days. It was well known that *jenang ayas* (Figure 3) are also widely used as souvenirs, so that the food label information is crucial to display.

The halal logo was the second important attribute in food labels, including *jenang ayas* (4.56). Although based on the ingredients, *jenang ayas* would be classified as a plant-based product, the appearance of the halal logo had more positive impact. Aditi, (2019) reported that product innovation and halal labelling simultaneously given positive and significant affected to buyer to repurchases in SMEs in Langkat, Medan. Other research conducted by Sucipto et al. (2021) also informed that *tempe* chips products produced by SMEs in Malang showed the importance of the halal logo. The *tempe* chips business needed to carry out halal certification or halal recertification to include the halal logo on the packaging.

Recently the halal logo got more attention from producers and customers (Aditi 2019; Sucipto et al. 2021; Suprpto and Azizi 2020). The religious tourism trend triggered by “halal” logo. The rising demand for halal food was in line with

the increasing Muslim population and the trend of an Islamic tourist destination. Gresik, as one of the Islamic tourist destinations, should be aware of this issue. Many food souvenirs in Gresik should obtain halal certification and thus be legally sold in the center of Gresik Islamic tourist destination, such as the tomb of Sunan Giri, the tomb of Sunan Maulana Malik Ibrahim, and the Leran religious tomb area.

Second, the packaging attributes (Table 1) of *jenang ayas* in mica plastic and box were analyzed. It showed that the box usage was more favourite than mica (4.14 to 3.12). The attractiveness (4.18 to 3.17), durability (4.07 to 3.13), protection (4.14 to 3.19), and user-friendly characteristics (4.07 to 3.44) of the mica were less to box packaging.

The value of the usage of mica plastic was very low. This caused the low protection of mica to *jenang ayas*. Product protection is important for protecting product quality, and related to increasing shelf life. Triwarsita et al. (2013) showed that the existence of additional edible coating can increase the shelf life of *dodol* with a lower TBA number. Other study by Marsigit et al., (2020) showed that using aluminum foil on papaya *dodol* can increase the shelf life up to 21 days compared to PP plastic and candle paper. These similar innovations can also be applied to *jenang ayas* that are only packed with PP plastic, recently.

Another innovative packaging to increase the shelf life of *jenang ayas* could be vacuum packaging (Habya et al. 2022; Mardhiyyah 2019) For example, using vacuum packaging in *rendang telur* could had shelf lif up to 100 days (Efendi et al. 2021) Using vacuum packaging as primer packaging allowed many materials as secondary packaging. The producers might used a box or other ethnic packaging such as woven bamboo. Unfortunately, not all SMEs have a vacuum packaging machine/sealer (Habya et al. 2022). The government should capture this phenomenon, and a community service program could be developed to support them with the machine.

Third, it showed from Table 1 that in purchasing *jenang ayas*, the customers use the label information first to help decide (3.92) which product to buy, followed by comparing the brand (3.85) and the weight (3.86). This data was crucial to the producer for developing better and right-label information. The producer must complete

the information about the *jenang ayas* label, including the code, production, expiry date, halal logo, and the name and address of production.

This study found that the information variable on the *jenang ayas* product label and the *jenang ayas* packaging positively affected purchasing decisions. Looking at the coefficients in the linear equation $Y = 0.142 + 0.2x_1 + 0.119x_2$ where X_1 is the food label, and X_2 is the packaging, it indicates that the food label (coefficient 0.200 is greater than 0.119) has a greater influence than the packaging attribute. It is different from the research of Suprpto and Azizi, (2020), which stated that packaging attributes such as packaging shape, type of size, packaging color, packaging motifs, and packaging logos were able to convince consumers to buy fish crackers. Kurnia (2017) also added that label, design, and packaging are positive variables that affect product quality, but only packaging shows a significant effect. Researchers suspect that on the *jenang ayas* product, the label factor is more influential because *jenang ayas* is a product with a short shelf life, so the consumer will tend to choose *jenang ayas* with focuses on label information, specifically shelf life.

Managerial Implication

This study found that food labels were important, and this information should be informed to the *jenang ayas* producers. The local government local might contribute by educating business actors (SMEs) about food labels. It was in line with a study by Aduce et al. (2021) that showed in Sarawak tourism, and ethnic food becomes an important attribute and attraction point to enhance tourists' visit. A study by Sunaryo et al. (2020) reported that among various types of souvenirs, food souvenirs were chosen by tourists when visiting Malang, Indonesia. The local government can also give convenience in marketing authorization number registration, such as PIRT, to encourage SMEs to upgrade and produce good quality products. BPOM, as the national agency, might did the education program, however, this process was going faster if the local government involved. The local government was already aware of the condition of SMEs, so its action should be more focused.

Expiry information that becomes an attention point must be introduced and educated well to food souvenir producers. Training and workshop-related quality enhancement products should be

developed by BPOM or the Ministry of Trade and Industry and supported by academics. Information on handling products during distribution and selling is also important to be informed.

Promotion of *jenang ayas* products in Gresik souvenir center should be done. The souvenir center and tourism information site might become the most important thing for promoting information about the tourist designation area. Consumers naturally will buy Gresik souvenir products if they travel to Gresik and will not for other city products. This is in line with a study Masroeri and Wibawa (2019) which states that consumers gave typical area products in the shop center. The selected products were snacks with affordable prices (lower than IDR50,000), and the product was currently trendy. The addition of local identity in the *jenang ayas* packaging might also contribute to the promotion to tourism (Samodro, 2018)

Although *jenang ayas* are ethical products that may be traditional and authentic, it is still possible to make innovation-related product quality or other. Research by Lin and Mao (2015); and Suhartanto et al. (2018) stated that the sensory parameters (flavor, texture, visual), utility (natural, organic, healthy, convenient, and environmental sustainability), and symbol (authentic, indigenous, storytelling and reminiscent, traditional, craftsmanship, modern and fun) also become essential attributes in the development of food souvenirs. Innovation in flavor, shape, or even improvement in the ingredients of *jenang ayas*, which were suitable for diabetics patients and had organic characteristics, could be made by the producer. Lastly, the promotion by Gresik residents was critical to get *jenang ayas* distinguished by Indonesian tourists. Some people usually bought the product after taste it or had already experimented with the products before. Therefore, it is crucial to start promoting a product to residents. When Gresik's resident were go abroad or to other regions in Indonesia, they should brought *jenang ayas* as food souvenirs to be given to her/his friends. By initiating this action, non-Gresik residents had opportunity to to familiar with *jenang ayas*, and bought *jenang ayas* again. It was in line with the previous study that the social and cultural factors were important in purchasing traditional products (Putri et al. 2021).

CONCLUSION

The results of multiple regression testing showed that two independent variables (food labels and packaging) positively affected *jenang ayas* purchasing decisions. The influence of food labels was greater than the packaging, with a value of 0,200 compared to 0.119. Label information, especially the expiration date, becomes an important factor in the *jenang ayas* product based on consumer choice. Thus, using box packaging with complete and clear label information could be a better solution to the *jenang ayas* marketing development and make *jenang ayas* better Gresik food souvenirs.

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