

BUILDING CONSUMER PURCHASE DECISIONS ON NATURA WORLD PRODUCTS THROUGH PRODUCT DESIGN, PACKAGING, AND INNOVATION IN TANGERANG CITY

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Abstract

Abstract: The purpose of this study is to determine product design, packaging and innovation on purchasing decisions for Natura World in Tangerang City. This research is a quantitative study with a sample of 122 respondents who buy Natura World from Tangerang City. The analytical method used is non-probability sampling with the slovin technique. using SPSS software version 26. The results showed that both partially and simultaneously product design, packaging and innovation variables had a positive effect on purchasing decisions. Product design, packaging and innovation can also reflect the brand image and company values. If the product and packaging design is consistent with the brand identity, consumers will feel a positive impression of the brand. In addition, continuous innovation can reflect the company's commitment to developing better products and better services. This can build consumer confidence and influence their decision to buy the product.

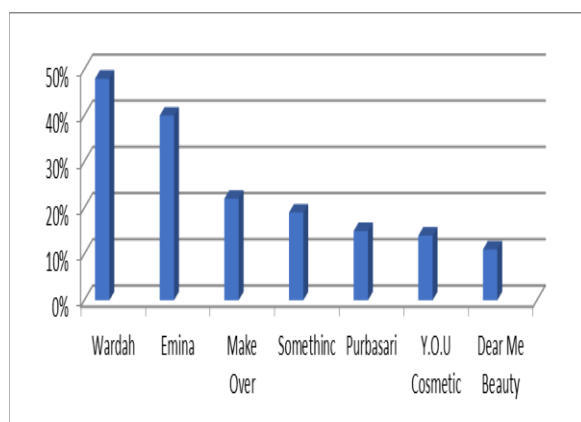
Keywords: Effect of Product Design, Packaging and Innovation on Purchasing Decisions

INTRODUCTION

The development of the digitalization era in people's lives fosters changes in aspects of technology, science, and the economy. Many cosmetic manufacturers compete to become Market Leaders, in this competition manufacturers compete in creating the best product designs for consumers. Women are synonymous with beauty who always want to look beautiful and attractive and want to be the center of attention around them, with cosmetics women can make it happen so that the need for cosmetics cannot be avoided, now it has become consumptive for women both from teenagers to adults to beautify themselves

There are various kinds of cosmetics such as face powder, moisturizer, eyeliner, lipstick, eye shadow, mascara, etc. So that in conditions like this there are opportunities that are used by the cosmetic industry in creating suitable products with consumer

desires. Here are some of the best-selling local cosmetic brands in Indonesia in 2022 until now:



Judging from the chart above, Natura World's products are not included in the top 7 cosmetic brands in Indonesia due to the lack of information and promotion as well as the many cosmetic competitors with different advantages. The public is more familiar with Wardah products, which have already entered

the Indonesian market, and therefore Wardah is the first position in Indonesia that is most well known to the public. Apart from that, the big point is that Natura World products are not in the top 7 because the design is not developed and does not have its own characteristics. And the packaging can be more luxurious in terms of color and shape or the container for the product, because consumers don't only look at the function of the product. but from the attractive and luxurious packaging. The innovations presented are still not satisfying the attention of consumers, they should be able to do market research starting from seeing what consumers need. This is the basis for the lack of purchases of Natura World Kota Tangerang.

RESEARCH METHODS

The population in this study are consumers Natura World, Tangerang City . The sample was determined by the Nonprobability Sampling method and obtained 122 respondents as a sample. with purposive sampling technique using SPSS 26 software.

FINDINGS AND DISCUSSION

The results of the description of the respondents' answers show as follows:

Table 1. Description of Respondents' Answers

	N	Min	Max	Means	std. Deviation
Product Design	100	26	40	33,18	0.361
Packaging	100	24	40	33,54	0.398
Innovation	100	22	35	28,25	0.349
Purchase Decision	100	24	40	32.79	0.440
Valid N (Listwise)	100				

Source: data processed 2023

Based on table 4.11 above, it can be concluded that the product design variable (X_1) has the lowest and highest values of 26 and 40 with an average value (mean) of 33.18. the packaging variable (X_2) has the lowest and highest values of 24 and 40 with an average (mean) value of 33.54. the innovation variable (X_3) has the lowest and highest values of 22 and 35 with the average value (mean) of 28.25. the latter is the purchase decision variable (Y) having the lowest and highest values of 24 and 40 with an average value (mean) of 32.79.

Multiple Regression Analysis

Table 2. Multiple Regression Test Results

Model	Nonstandard coefficients		Standard Coefficient		Sig.
	B	St. Error	Betas	Q	
1 (Constant)	3,361	2,012		2,174	,243
Product Design	,884	,094	,724	9,432	,000
Packaging	,268	,100	,242	2,692	,008
Innovation	,208	,107	,186	1,288	,316

Based on the research results, it can be formulated multiple regression equation between product designs (X_1), packaging (X_2), and price discounts (X_3) on purchasing decisions (Y) as follows: $Y = 0.884 + 0.268 + 208$. The multiple regression equation between product design (X_1), packaging (X_2) and innovation (X_3) on purchasing decisions (Y) is as follows: $Y = 2.475 (X_1) + 5.882 (X_2) + 9.223 (X_3)$.

Hypothesis test

The t test was conducted to see the partial effect of the independent variables on the related variables. Based on the results of the analysis using SPSS Version 26 obtained:
✓ The first hypothesis in this study is that there is a significant influence between

product design and purchasing decisions . From the processed data in the table, it can be seen from the results of the t test that the value of t count > t table is $17.413 > t \text{ table } 2.380$ (sig. $0.000 < 0.05$) meaning that H_0 is rejected and H_a is rejected. accepted. So that the alternative hypothesis proposed in this case learning is accepted, that there is a positive and significant influence between product design and purchasing decisions natura world Kota Tangerang .

- ✓ second hypothesis in this study is that there is a significant influence between packaging and customer decisions. From the processed data in the table, it can be seen from the results of the t test that the value of t count > t table is $11.529 > t \text{ table } 2,380$ (sig. $0.000 < 0.05$) meaning that H_0 is rejected and H_a is accepted. So that the alternative hypothesis proposed in this study is accepted, namely that there is a positive and significant influence between the packaging and the purchasing decision of Natura World Kota Tangerang.
- ✓ third hypothesis in this study is that there is a significant influence between innovation and customer decisions. From the processed data in the table, it can be seen from the results of the t test that the value of t count > t table is obtained, namely count $9.115 < t \text{ table } 2.240$ (sig. $0.000 < 0.05$) meaning that H_0 is rejected and H_a is accepted. So that the alternative hypothesis proposed in this study is accepted, namely that there is a positive and significant influence between innovation and purchasing decisions of Natura World Kota Tangerang.

Interpretation of Results

The first hypothesis states that product design affects purchasing decisions . These findings support the results of research from Jacks o which states that advertising appeal influences customer decisions. This proves that product design can reflect the values and

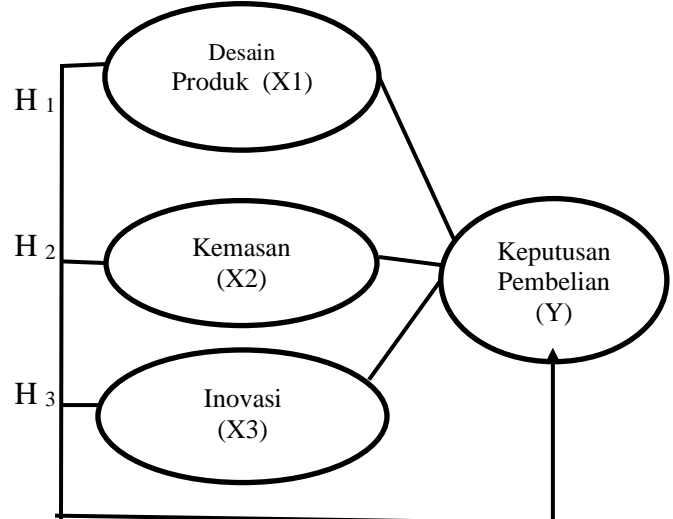
identity of customers. Customers often buy products that align with their values or reflect their identity .

The second hypothesis states that packaging affects purchasing decisions . These findings support the results of research from Jacob which states that product information influences purchasing decisions . The results of this study state that ease of use, well-designed packaging can make it easier to use the product. Ergonomic, practical and easy-to-open packaging can enhance the customer experience and make products more accessible. The ease of use of packaging can influence purchasing decisions. customers who seek convenience and ease in using the product.

third hypothesis states that innovation influences purchasing decisions. This finding supports the results of research from Intan which states that packaging influences customer decisions. The results of this study state that innovation that is able to anticipate future needs or provide solutions that match current trends can create customer trust and interest in buying these products.

CONCEPTUALLY BASED TITLE AND SUB-TITLE

Framework



1. design influences purchasing decisions
2. Packaging affects purchasing decisions
3. Innovation influences purchasing decisions

CONCLUSION

1. There is a positive and significant influence between product design on purchasing decisions, this is based on the results of hypothesis testing which states that $t_{count} 17.314 > t_{table} 2.380$ and a sig of $0.000 (<0.05)$.
2. There is a positive and significant influence between packaging on purchasing decisions, this is based on the results of hypothesis testing which states that $t_{count} 11.529 > t_{table} 2.380$ and a sig of $0.000 (<0.05)$.
3. There is a positive and significant influence between innovation on purchasing decisions, this is based on the results of hypothesis testing which states that $t_{count} 9.115 > t_{table} 2.380$ and a sig of $0.000 (<0.05)$.

SUGGESTION

Based on the research survey, it is recommended for companies regarding product design variables that the company should be able to further develop so that it can have its own product design characteristics for Natura World products. And for the packaging it can be more luxurious in terms of color and shape or the container for the product because consumers also see not only the function of the product but also the attractive and luxurious packaging. The innovations presented are still not satisfying the attention of consumers, they should be able to do market research starting from seeing what consumers need, listening to complaints from consumers because it can be a self-assessment for the company.

The conclusion from the explanation above is that companies can carry out effective marketing strategies to

communicate product designs, packaging, and innovation to potential consumers. Use the right communication channels, such as social media, websites, print ads and digital ads. Provide clear and interesting information about your product design, as well as the benefits offered to consumers.

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