



The Influence of Product Packaging and Product Conformity on Consumer Purchase Intention: Evidence from PT. Alam Jaya Wirasantosa Sibolga Branch

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ARTICLE INFO

Keywords:
product packaging,
product conformity,
purchase intention

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ABSTRACT

This study aims to analyze the effect of product packaging and product conformity on consumer purchase intention at PT. Alam Jaya Wirasantosa Sibolga Branch. The research employed a quantitative approach with an explanatory research design. The population consisted of 398 consumers, with a sample of 100 respondents selected proportionally. Data were collected through questionnaires and analyzed using multiple linear regression. The results indicate that simultaneously product packaging and product conformity have a positive and significant effect on purchase intention, with an F-value of 39.965 and a significance level of $0.000 < 0.05$. Partially, product packaging has a significant effect (t-value 3.074; sig 0.003 < 0.05), while product conformity shows a more dominant influence (t-value 6.847; sig 0.000 < 0.05). The coefficient of determination (R^2) of 0.452 indicates that 45.2% of the variation in purchase intention can be explained by the two independent variables. The regression model obtained is $Y = 5.299 + 0.259X_1 + 0.560X_2$. These findings suggest that improving packaging quality and aligning products with market needs can enhance consumer purchase intention.

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INTRODUCTION

Business competition in the era of globalization compels companies to continuously develop adaptive marketing strategies that are oriented toward consumer needs. Marketing no longer functions merely as a distribution mechanism, but also as a strategic instrument to influence consumer perceptions and purchasing decisions. In the consumer goods industry, a firm's ability to understand the determinants of purchase intention is crucial for maintaining market share and fostering customer loyalty.

One of the key elements in contemporary marketing strategy is product packaging. Packaging is no longer limited to its protective function; it has evolved into a marketing communication tool or "silent salesman" capable of attracting attention, conveying information, and shaping brand image at the point of sale. A report by the Packaging Manufacturers Association (2023) indicates that 73% of consumers acknowledge that packaging design influences their purchase decisions, while 52% are willing to pay a premium for products with attractive and functional packaging. Visual elements such as color, shape, material, and typography, along with informational components including labels and usage instructions, play a significant role in shaping perceptions of product quality and value. Furthermore, research by Silayoi and Speece (2022) confirms that packaging attributes significantly influence purchase intention, with a determination contribution of 67%.

In addition to packaging, product conformity—often referred to as product-market fit—constitutes an essential determinant of purchase intention. Product conformity reflects the extent to which a product aligns with consumer needs, expectations, and values, encompassing functional, quality, price, and socio-cultural dimensions. Data from Badan Pusat Statistik (2024) reveal that 78% of Indonesian consumers consider product conformity as the primary factor in purchase decisions, surpassing price considerations. Ahmad and Rahman (2022) demonstrate that functional suitability, quality alignment, price compatibility, and socio-cultural congruence exert a positive and significant effect on consumer purchase intention. Consequently, companies are required to conduct continuous market research to ensure that their products remain relevant to evolving consumer preferences.

Purchase intention itself represents a psychological indicator reflecting a consumer's tendency to buy, recommend, and prefer a product over available alternatives. Prior studies indicate that consumers with high transactional intention possess a greater probability of engaging in actual purchasing behavior within a specific time frame. Moreover, Wang (2023) identifies an interaction effect between packaging and product conformity

on purchase intention, suggesting that the influence of attractive packaging becomes stronger when the product demonstrates a high degree of conformity with consumer needs.

Within the context of PT. Alam Jaya Wirasentosa Sibolga Branch, a distributor of food, beverages, and household products, increasing competition and shifting consumer preferences necessitate the optimization of marketing strategies, particularly in terms of packaging and product conformity. Several challenges persist, including suboptimal packaging quality control, limited understanding of consumer preferences, and insufficient product adaptation strategies to meet local market expectations. These issues potentially affect consumer purchase intention and the company's competitiveness.

Based on the foregoing discussion, this study aims to analyze the effect of product packaging and product conformity on consumer purchase intention at PT. Alam Jaya Wirasentosa Sibolga Branch, both partially and simultaneously. The findings are expected to contribute theoretically to the advancement of marketing management literature, particularly in the field of consumer behavior, while also providing practical recommendations for companies in formulating more effective and market-oriented marketing strategies.

METHODS

This study employed a quantitative approach with an explanatory research design to examine the effect of product packaging (X_1) and product conformity (X_2) on consumer purchase intention (Y) (Sugiyono, 2020). The research was conducted at PT. Alam Jaya Wirasentosa from May to August 2025.

The population consisted of 398 store owners as the company's consumers. A sample of 100 respondents (25% of the population) was determined based on the sampling guideline proposed by Arikunto (2021). The study utilized both primary and secondary data. Primary data were collected through questionnaires and interviews, while secondary data were obtained from relevant literature and company documents. The research instrument was a structured questionnaire comprising 30 items measured on a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree), with 10 items allocated to each variable.

Product packaging was defined as packaging that functions not only as product protection but also as a marketing communication tool (Kotler & Armstrong, 2023). Product conformity refers to the degree to which a product aligns with consumer needs and expectations (Kotler & Keller, 2021). Purchase intention is defined as a consumer's tendency or willingness to engage in purchasing behavior (Ferdinand, 2022).

Instrument validity was tested using the product-moment correlation method, while reliability was assessed using Cronbach's Alpha with a threshold value greater than 0.60 (Ghozali, 2021). Data analysis was conducted using multiple linear regression with the following model:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Prior to hypothesis testing, classical assumption tests were performed. Hypotheses were tested using the t-test (partial effect), F-test (simultaneous effect), and coefficient of determination (R^2) at a 5% significance level.

RESULTS AND DISCUSSION

Results

Observation and Interview Findings

PT. Alam Jaya Wirasentosa distributes various daily consumer goods such as food, beverages, personal care products, and household necessities from major companies including Indofood, Unilever, and other manufacturers.

Transaction data over the past five years indicate an upward trend. In 2021, total transactions were recorded at 26,830, increasing to 27,220 in 2022 and 27,280 in 2023. A significant surge occurred in 2024, reaching 56,925 transactions (108.66%), followed by a further increase to 60,130 transactions in 2025 (5.63%). This substantial growth suggests a rising level of consumer purchase intention, presumably influenced by improvements in packaging design and enhanced product conformity with market demands.

Respondent Profile

The majority of respondents were aged 41–50 years (53%), female (62%), and held a bachelor's degree (37%). These findings indicate that purchasing decisions are predominantly made by individuals within the productive age group who possess a relatively high educational background.

Validity and Reliability Tests

All questionnaire items measuring product packaging, product conformity, and consumer purchase intention were declared valid, as the calculated correlation coefficients exceeded 0.30.

Reliability testing showed that Cronbach's Alpha values for all variables were above 0.60 (Packaging = 0.856; Product Conformity = 0.877; Purchase Intention = 0.874), indicating that the research instruments were highly reliable.

Descriptive Analysis of Variables

The mean score for product packaging was 3.67 (good category), product conformity was 3.80 (good category), and consumer purchase intention was 3.61 (good category). These results indicate that respondents perceive the packaging and product conformity implemented by the company as aligned with market expectations.

Classical Assumption Tests

The regression model satisfied the classical assumptions. The normality test (Kolmogorov–Smirnov) yielded a significance value of 0.060 (> 0.05), indicating normally distributed data. The tolerance value of 0.884 and VIF of 1.131 confirmed the absence of multicollinearity. The Glejser test results also indicated no heteroscedasticity, as significance values were greater than 0.05.

Hypothesis Testing

The coefficient of determination (R^2) was 0.452, indicating that product packaging and product conformity jointly explain 45.2% of the variance in consumer purchase intention, while the remaining 54.8% is influenced by other factors such as pricing and distribution.

The F-test produced an F-value of 39.965 with a significance level of 0.000 (< 0.05), demonstrating that product packaging and product conformity simultaneously have a significant effect on consumer purchase intention.

The t-test results revealed that product packaging has a positive and significant effect ($t = 3.074$; $\text{sig} = 0.003$), while product conformity exerts a stronger positive and significant influence ($t = 6.847$; $\text{sig} = 0.000$).

The resulting regression equation is:

$$Y = 5.299 + 0.259X_1 + 0.560X_2$$

These findings indicate that product conformity is the most dominant variable in increasing consumer purchase intention.

Discussion

The results confirm that product packaging has a positive and significant effect on consumer purchase intention. Packaging serves as a visual communication medium capable of attracting attention and strengthening brand image. Improvements in packaging design were positively associated with the substantial increase in transactions observed in 2024.

Product conformity also demonstrates a positive and significant effect and emerges as the dominant factor influencing purchase intention. This suggests that consumers prioritize the alignment of products with their needs, quality expectations, and preferences over packaging aspects alone.

Simultaneously, product packaging and product conformity complement each other in enhancing consumer purchase intention. A strategy that integrates attractive packaging design with products that effectively meet market needs has proven to enhance the company's competitiveness.

CONCLUSION

Based on the research findings at PT. Alam Jaya Wirasantosa Sibolga Branch, it can be concluded that product packaging and product conformity have a positive and significant effect on consumer purchase intention, both simultaneously and partially. The two variables jointly explain 45.2% of the variation in consumer purchase intention, while the remaining 54.8% is influenced by other factors outside the scope of this study. Simultaneously, the F-test result shows that $F_{\text{calculated}}$ (39.965) is greater than F_{table} (3.09), with a significance value of $0.000 < 0.05$, indicating a statistically significant effect. Partially, product packaging

has a significant effect ($t_{\text{calculated}} = 3.074 > t_{\text{table}} = 1.984$; $\text{sig} = 0.003 < 0.05$), and product conformity also has a significant and more dominant effect ($t_{\text{calculated}} = 6.847 > t_{\text{table}} = 1.983$; $\text{sig} = 0.000 < 0.05$). The regression model $Y = 5.299 + 0.259X_1 + 0.560X_2$ indicates a positive relationship between the independent variables and consumer purchase intention. Based on these findings, the company is recommended to strengthen quality control of packaging to prevent defects such as tears, fading, scratches, or moisture damage; repack separated products to maintain a neat appearance; ensure packaging cleanliness; intensify market research to better understand retail needs; and adjust product size and shape according to consumer preferences in order to further enhance purchase intention.

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