

## **The Influence of Product Packaging on Consumer Purchase Intention of Salwa's Egg Snack**

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### **ABSTRACT**

**Keywords:**

Product Packaging; Purchase Intention; Traditional Snack; Consumer Behavior; Salwa

This study aims to analyze the influence of product packaging on consumer purchase intention of Salwa's egg snack, a traditional product sold in Medan, Indonesia. Packaging plays a crucial role in capturing customer attention and building brand perception. This research uses a quantitative method by distributing questionnaires to 31 respondents who have purchased the snack more than once. The results show that attractive and informative packaging significantly impacts purchase intention. The t-test result ( $t = 8.991 > t\text{-table } 2.048$ ) confirms a positive and significant relationship. The regression equation  $Y = 12.205 + 1.025X$  further indicates that packaging improvements lead to increased interest. Findings suggest that enhancing visual design and adding product information such as nutrition facts and expiry date can strengthen consumer trust and increase repeat purchases.



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### **INTRODUCTION**

In an increasingly competitive market, product packaging is more than just a wrapper – it is a communication tool and a decision trigger. Especially in the food sector, packaging conveys the first impression of a product. Salwa's egg snack is a traditional product that faces challenges due to its simple and plain packaging. Consumers tend to choose snacks with more attractive designs and clearer information. Previous research by Rifa'i (2021) proved that packaging design influences consumer decisions. This study seeks to explore the specific case of Salwa's egg snack to understand how design, material quality, and innovation affect purchase intention.

By exploring consumer response toward packaging, the study addresses a real challenge faced by small businesses in adapting to modern marketing expectations. The results are expected to offer practical insights for MSMEs.

### **METHODS**

This study uses a quantitative approach with a survey method. The population

consists of consumers who have purchased Salwa's egg snack more than once. A sample of 31 respondents was obtained using purposive sampling. Data were collected via questionnaires with Likert-scale items, measuring:

1. Independent Variable (X): Product Packagi
2. Dependent Variable (Y): Consumer Purchase Intention
3. Data were analyzed using SPSS 22, including:
4. Validity and Reliability Tests
5. Normality Test
6. t-Test
7. Simple Linear
8. Regression

## RESULTS AND DISCUSSION

The validity test showed all indicators were valid ( $r\text{-count} > r\text{-table}$ ). The reliability test showed high consistency (Cronbach's Alpha  $> 0.6$ ). The t-test value ( $t = 8.991$ ) is greater than t-table (2.048), meaning that product packaging significantly influences consumer purchase intention.

The regression model is:

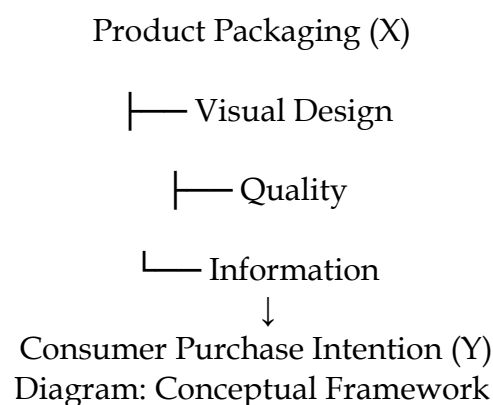
$$Y = 12.205 + 1.025X$$

This shows that for every unit increase in packaging quality, purchase intention increases by 1.025 units.

Key Factors Identified:

- Visual Design: Color, layout, and imagery
- Material Quality: Durability and safety
- Information: Product name, expiry date, and composition

Consumers appreciate packaging that protects the product while also informing and attracting. Simple improvements such as adding a label or using resealable plastic can make a significant difference.



## CONCLUSION

Product packaging has a significant influence on consumer purchase intention of Salwa's egg snack. Aesthetic design, material quality, and clear information contribute to positive consumer perception and higher purchase interest. For MSMEs like Salwa, improving packaging is a simple yet powerful marketing strategy. Efforts should be made to invest in label design, nutritional info, and better material selection.

Limitations of this study include a small sample size and single-product focus. Future studies should explore packaging across various traditional snacks and involve broader populations.

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