



The Influence of Packaging Design, Product Variations, and Product Quality on Consumer Purchase Interest in Bolu Tape Products at the Anisa Souvenir Shop in Rogojampi

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Abstract

In running a business that is never free from competition, especially in terms of marketing, entrepreneurs compete to find ways to get their consumers by improving their company's performance to receive maximum profits. Business people must know how to implement the right strategy to attract consumers, including creating attractive packaging designs, large product variations, and good product quality to increase consumer buying interest. The aim of this research is to determine the influence of packaging design, product variety, and product quality on consumer buying interest at the Anisa Gift Shop in Rogojampi. This research uses a questionnaire method, and data processing uses multiple linear regression analysis, a coefficient of determination, a partial test (t test), and a simultaneous test (f test). The distribution of questionnaires was distributed to 70 respondents who were consumers at the Anisa Gift Shop. The results of this research show that the variables packaging design (X1), product variety (X2), and product quality (X3) partially (t test) or simultaneously (f test) have a positive and significant influence on consumer buying interest, with a coefficient of determination (Adjust R Square) obtained of 0.652, or 65.2%, meaning that 65.2% of purchase interest can be explained by independent variables including packaging design (X1), product variation (X2), and product quality (X3), while the remaining 34.8% is likely to be explained by other independents who were not included in this study.

Keywords: *packaging design, product variations, product quality, purchase intention*

INTRODUCTION

The globalization of international trade is a phenomenon that affects most countries. In the economic sphere of developing countries, the phenomenon of globalization has triggered competition in the industry. Micro, small, and medium enterprises (MSMEs) in Indonesia are considered business entities with great potential to contribute significantly and compete in the global arena. MSMEs have a crucial and strategic role in supporting national economic development. In Indonesia, MSMEs have a considerable influence, including in terms of expanding employment opportunities. In addition, MSMEs also act as a safety net, especially for low-income communities, to participate in productive economic activities.

Indonesia is a country that has a variety of regional specialties from various regions, one of which is sponge tape. Bolu tape is a food or light snack that can be served when we relax and can be used as a dish when there is a family event. Bolu tape can be consumed by adults and the elderly, and can be reached by the lower class to the upper class. Bolu tape is a specialty food in Banyuwangi which has been established since 2008 in Banyuwangi. Usually sponge tape is made from cassava tape, flour, sugar, eggs, vanilla, sp, salt, and soda. It tastes good and has a soft texture, a unique shape like a turtle, which makes people addicted, so many people use it as a business opportunity.

In a competitive global environment, the business world is faced with demands to be more professional and responsive to consumer needs and in terms of marketing. (Kristanto & Yusuf, 2021) Business strategy in running a business is very necessary in maintaining the existence of the Company. The resources owned by the company and competitive advantage have a positive impact on business strategy and business performance results (Sumarsid et al, 2022). To attract consumer attention to their products, companies can adopt various strategies, including meeting consumer needs and expectations. Factors such as product quality, packaging design, and product diversification play an important role in influencing consumer purchasing decisions. Attractive packaging design is often the first aspect noticed by consumers and plays a key role in the buying process, as explained by Widyaningrum & Musadad (2021). Attractive packaging design and shape can significantly increase consumer interest in the product. Kotler and Keller (2016) add that product quality, which is defined as the product's capacity

to meet or exceed consumer expectations, is a crucial factor that must be considered in marketing strategies. Consumers' perception of product quality can increase satisfaction and positively influence their purchase intention.

According to Priansa (2017) it is stated that consumer buying interest is when someone pays attention to a product or service and feels satisfaction with it. This results in the desire and belief that the product or service is useful, so that the individual wants to own it by making a purchase. Purchase interest is a willingness that is hidden within them and arises when there is something they want. Consumer buying interest in sponge tape products at Toko Oleh-Oleh Anisa is influenced by packaging design factors, product variations, and product quality. This is an important factor that influences consumer decisions to buy.

Packaging design refers to the external appearance of a product package that combines various design elements with information about the product, with the aim of providing convenience to potential consumers when they want to buy the product, as explained by Tjiptono (2017). Design basically includes all features that affect how the product looks and functions, and this can affect customer perceptions of the product. According to Natadjaja, as cited by Rosandi & Sudarwanto (2014), the uniqueness of packaging design is divided into two main aspects: visual beauty and practical usability. Visual beauty relates to the aesthetic appearance of the packaging which includes graphic elements. All these graphic elements are designed to make the packaging visually appealing. Meanwhile, practical usability relates to the function of the packaging for consumers, including the ease of opening or closing, as well as the ease of carrying, grasping, or holding the product. In the packaging of Bolu Tape Anisa products, it is still simple which does not have a special handle, for the opening of the product cannot be closed again because the product is closed once which is permanent so that when opened it cannot be reopened so that it has an unattractive impression for consumers.



Figure 1. Anisa Gift Shop

Source: Researcher

According to Faradisa et al. (2016), product variety is defined as differences in brand or product design that can be classified based on aspects such as size, price, appearance, or special features. From this figure, it can be concluded that the existence of a variety of products is a strategy used by companies to expand their product choices, with the aim of meeting the needs and desires of consumers. It is important for companies to pay attention to product diversification as a way to improve product performance in the market. Without sufficient product diversity, the product risks becoming less competitive compared to other products on the market. For the size itself, the sponge cake product has one size, namely medium size, for products marketed at the ANISA Gift Shop, it does not only sell sponge cake products but sells a variety of them: Bolu tape, keciput, bagiak, wiroko, kembang goyang, banana sale, banana chips, etc.

Quality, as described by Kotler, Philip & Ketler (2020), refers to the extent to which a product meets predetermined specifications. Products basically consist of a number of real physical identities incorporated in a recognizable physical form. In fierce industry competition, quality is a very important indicator for companies to build their reputation. This quality concept is also defined as all product characteristics that support its ability to meet specific and predetermined needs (Indrasari, 2019, in Handika et al., 2023). The quality of a product can be interpreted as the extent to which the customer is satisfied with the product, and this is not only related to product performance, but also to how the manufacturer can maintain the customer's positive view of the product. The point is that product quality reflects the extent to which the

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product can meet customer desires and satisfaction, as well as how producers can maintain positive customer perceptions of their products. one of the competitions in selling products is always maintaining product quality, the quality of products owned by sponge tape products is still fairly common in general products, the use of ordinary or standard raw materials will affect the quality of the products produced. The use of standard raw materials such as: umbrella brand wheat flour, lavenia brand cooking oil, tower brand butter, Japanese brand soda, cendrawasih brand vanilla, leaf brand salt, and cassava tape tape. From these materials it can be concluded that the standard quality ingredients used can affect the results of the products produced.

The products produced in achieving business goals are faced with several problems that make low consumer buying interest. Product quality The problem faced in the Anisa By-Oleh Shop business is the lack of attractive packaging design which makes consumers not interested in the products owned by the Anisa By-Oleh Shop. The variety of products sold is still not diverse for tape sponge products, which only have two flavors, namely tape flavor and original flavor without tape mixture, thus making consumers not interested in buying them, the quality of the products provided by Toko Oleh-Oleh ANISA, especially tape sponge products, is still standard in general, it does not have its own characteristics in the products given to consumers. It is important that buying interest should be a concern for the ANISA Gift Shop business. because buying interest is a challenge in business to make a profit and keep the business from bankruptcy.

In the description above, the authors are interested in conducting a study entitled "The Effect of Packaging Design, Product Variety and Product Quality on Consumer Purchase Interest in Bolu Tape Products at ANISA's Shop in Rogojampi".

Conceptual framework

The framework in this study can be schematized as follows:

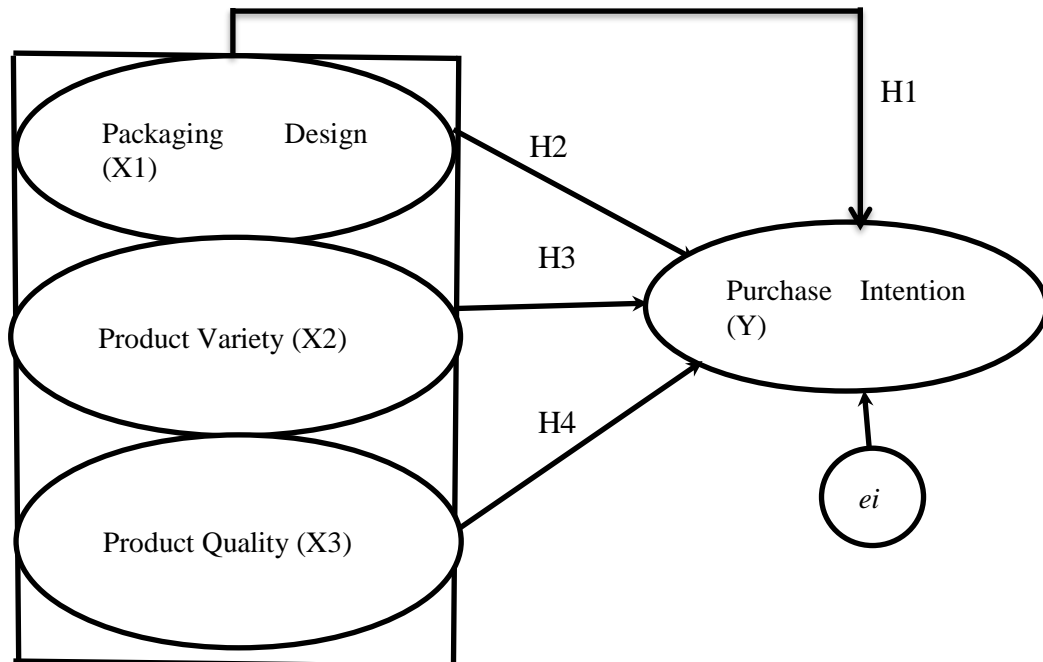


Figure 2. Conceptual Framework

Description:

- H1 : The effect of Packaging Design, Product Variety and Product Quality simultaneously on consumer buying interest.
- H2 : The effect of packaging design partially on consumer buying interest.
- H3 : The effect of Product Variety partially on Consumer Purchase Interest.
- H4 : The effect of product quality partially on consumer buying interest.

METHODS

In this study, the method applied uses quantitative research methods with the aim of evaluating the impact of Packaging Design, the number of product types, and product quality on consumer buying interest in bolu tape products at Anisa's Oleh-Oleh Shop in Rogojampi. The population in this study includes all buyers and visitors at the Bolu Anisa shop located in Lemahabangdewo. For sample selection, this study utilized probability sampling techniques. The number of samples used in this study was determined based on Malhotra's recommendation, which was 70 samples.

RESULTS AND DISCUSSION

Results

Validity Test

The feasibility of a research instrument is measured through a validity test. This test is based on the criteria that if the calculated *r* value exceeds the *r* table and the significance value is lower than 0.05, so the instrument is considered to have validity. The validity process aims to assess how accurately the measuring instrument is able to evaluate the suitability of the items on the research questionnaire, with a significance level (α) of 5% and degrees of freedom (df) = $n-2$. From the sample taken, the calculated value of the degree of freedom is 68 from 70-2, with the value of *r* table is 0.2352. Therefore, an instrument is considered valid if the value of *r* count is higher than *r* table:

Table 2. Validity Test Results

Variables	Indicato r	R Count	R Table	Sig.	Decision
Packaging Design (X1)	X1.1	0.783	0.2352	0.000	Valid
	X1.2	0.812	0.2352	0.000	Valid
	X1.3	0.687	0.2352	0.000	Valid
Product Variety (X2)	X2.1	0.764	0.2352	0.000	Valid
	X2.2	0.781	0.2352	0.000	Valid
	X2.3	0.750	0.2352	0.000	Valid
	X2.4	0.685	0.2352	0.000	Valid
Product Quality (X3)	X3.1	0.636	0.2352	0.000	Valid
	X3.2	0.811	0.2352	0.000	Valid
Consumer Purchase Interest (Y)	X3.3	0.809	0.2352	0.000	Valid
	X3.4	0.765	0.2352	0.000	Valid
	Y1.1	0.736	0.2352	0.000	Valid
	Y1.2	0.840	0.2352	0.000	Valid

Source: Data Processed 2023, SPSS 25

Referring to this table, it can be identified that all statement items for each indicator of the independent and dependent variables, totaling 14 items. Having a significant value (2-tailed) smaller than 0.05 and a calculated *r* value greater than *r* table (0.2352) means that all statement items can be declared valid and can be implemented in research.

Reliability Test

In this study, reliability was measured using *Cronbach's Alpha* for each statement in the variable under study. The instrument is considered to have good reliability if the *Cronbach's Alpha* value reaches or exceeds 0.6. Conversely, if the *Cronbach's Alpha* value is less than 0.6, it can be considered that the variable does not have sufficient reliability.

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Table 3. Reliability Test Results

Variables	Cronbach's Alpha	Criteria
Packaging Design (X1)	0.639	0.60
Product Variety (X2)	0.730	0.60
Product Quality (X3)	0.749	0.60
Purchase Intention (Y)	0.714	0.60

Source: Data Processed 2023, SPSS 25

Referring to this table, it can be stated that the Cronbach alpha value on all items of each statement indicator on the questionnaire has a Cronbach alpha (a) value greater than 0.60. So that it states that all indicators of the variables in this study can be declared reliable and can be implemented in research.

Classical Assumption Test

Normality Test

Table 4. Normality Test Results

Asymp. Sig. (2-tailed)	Alpha	Conclusion
0.823	0.05	Test distribution is Normal

Source: Data Processed 2023, SPSS 25

Referring to the normality test using one sample Kolmogorov-Smirnov, a significance value (Sig) of 0.823 is obtained which exceeds 0.05, indicating that the data is normally distributed.

Multicollinearity Test

Table 5. Multicollinearity Test Results

Variables	Tolerance	VIF	Description
Packaging Design	.354	2.824	Non Multicollinearity
Product Variety	.335	2.988	Non Multicollinearity
Product Quality	.428	2.338	Non Multicollinearity

Source: Data Processed 2023, SPSS 25

From the test results contained in table 4.11, it can be concluded that there is no multicollinearity problem in the regression model used. This can be seen from the Variance Inflation Factor (VIF) value for each independent variable which are all below 10 and the Tolerance value which is greater than 0.1.

Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results

Model		Coefficients ^a				Sig.
		Unstandardized Coefficients	Standardized Coefficients	t		
		B	Std. Error	Beta		
1	(Constant)	1.379	.687		2.008	.049
	Packaging Design	-.056	.083	-.140	-.683	.497
	Product Variety	-.025	.067	-.080	-.379	.706
	Product Quality	.046	.058	.147	.788	.434

a. Dependent Variable: ABSres

Source: data processed 2023, SPSS 25

The test results recorded in the table indicate that the variables of Packaging Design (X1), Product Variety (X2), and Product Quality (X3) do not indicate heteroscedasticity. This can be observed from the significance probability values which all exceed 5%.

Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression Analysis

Constant and Independent Variables	Coefficient of Regression
(Constant)	-.027
Packaging Design	.463
Product Variety	.231
Product Quality	.165

Source: data processed 2023, SPSS 25

Referring to the table above, it can be seen that the multiple linear regression equation in this study is as follows:

$$y = a + bx_1 + bx_2 + bx_3$$

$$y = -0.27 + 0.463 x_1 + 0.231 x_2 + 0.165 + e_i$$

Based on linear regression analysis, it can be described as follows:

- The constant value of -0.027 means that if the packaging design variable, product variety, and product quality are zero (0), the consumer purchase intention variable will be -0.027.
- The regression coefficient value of the packaging design variable is 0.463 with a positive sign, which means that every increase in the value of 1 unit of the packaging design variable will increase the value of the purchase intention variable by 0.463.
- The regression coefficient value of the product variation variable is 0.231 with a positive sign, which means that every increase in the value of 1 unit of product variation variable will change the value of the purchase interest variable to 0.231.
- The regression coefficient for the product quality variable is 0.165 with a positive sign, which means that each one unit increase in the product quality variable will result in an increase of 0.165 in the purchasing decision variable.
- e_i = Confounding Variable.

Hypothesis Test

F Test Results

Table 8. F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	226.222	3	75.407	41.212	.000 ^b
	Residuals	120.763	66	1.830		
	Total	346.986	69			

a. Dependent Variable: Consumer Purchase Intention

b. Predictors: (Constant), Product Quality, Packaging Design, Product Variety

Source: data processed 2023, SPSS 25

From the data analysis, the calculated F value is 41.212 with a significance level of 0.000. This calculated F value, 41.212, is higher than the F table, which is 2.743. This indicates that the independent variables together have a significant impact on the dependent variable.

T Test Results

Table 9. T-test Results

Free Variable	t table	t count	Sig.	A	Conclusion
Packaging Design (X1)	1,996	3,453	0,000	0,05	1 accepted
Product Variety (X2)	1,996	2,123	0,000	0,05	H2 accepted
Product Quality (X3)	1,996	1,759	1,759	0,05	H3 not accepted

Source: data processed 2023, SPSS 25

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Based on the calculation, it is noted that the t value for the Packaging Design variable (X1) is 3.453, which exceeds the t table of 1.996, with a significance level of 0.000 which is lower than 0.05, indicating that this variable significantly impacts Purchase Intention (Y) partially.

Furthermore, for the Product Variety variable (X2), the t value is 2.123, which is also higher than the t table 1.996, and the significance level is 0.000 which is lower than 0.05, indicating that the Product Variety variable partially has a significant impact on Purchase Intention (Y).

However, for the Product Quality variable (X3), the t value is 1.759, which is lower than the t table 1.996, with a significance level of 1.759, which is higher than 0.05, indicating that the Product Quality variable does not have a significant effect on Purchase Intention (Y) partially.

Coefficient of Determination (R²)

Table 10. Test Coefficient of Determination (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807a	.652	.636	1.353

a. Predictors: (Constant), Product Quality, Packaging Design, Product Variety

Source: data processed 2023, SPSS 25

Based on the results of the regression analysis in the table, it is found that the coefficient of determination (Adjusted R Square) has a value of 0.652 or 65.2%. This indicates that 65.2% of the variation in Purchase Intention can be explained by the independent variables, including Packaging Design (X1), Product Variety (X2), and Product Quality (X3). The rest, about 34.8%, is likely influenced by other independent factors not included in this study.

Discussion

Effect of Packaging Design (X1), Product Variety (X2), and Product Quality (X3) on Purchase Intention (Y)

Based on data analysis conducted using SPSS version 25, the t test shows that packaging design, product variety, and product quality together have a positive and significant influence on the desire to buy sponge cake products at Toko Oleh-Oleh Anisa. This proves that the packaging design on sponge cake products has its own uniqueness so that consumers are interested in buying it, as well as the variety of products that are sufficient to meet consumer needs and product quality that is good enough and able to compete with other products.

This means that consumers of sponge cake products are interested in the products sold at Toko Oleh-Oleh Anisa. Sponge cake products are local products that are able to compete in the market because in addition to packaging design, many types of products and product quality, sponge cake also has a good, delicious and tender taste. this can help increase consumer buying interest in a product. Kotler & Kevin (2016) state that purchase interest is a behavior that arises as a reaction to an object, which reflects the desire of consumers to make purchases.

The findings of this study are in accordance with a previous study conducted by Allya Ramadhina and Mugiono in 2022, entitled "The effect of packaging design, product variety, and product quality on consumer buying interest", which shows that simultaneously, packaging design, product variety, and product quality have a positive impact on consumer desire to make purchases.

Effect of Packaging Design (X1) on Purchase Intention (Y)

Based on the results obtained through the t test, packaging design (X1) has a partial effect on buying interest (Y). It can be said that the packaging design of sponge cake products has its own uniqueness, as well as the colors that are able to attract the attention of consumers.

The description on the sponge cake product is very easy to understand, making it easier for consumers to buy it and the packaging design of the sponge cake product has shown the suitability of one of the functions of protecting the contents of the product. According to Tjiptono (2017), packaging design is defined as the visual appearance of a product package that combines various design elements together with product information, with the aim of facilitating potential buyers in making purchasing decisions.

The findings of this study get support from an earlier study by Valentinus Kustiono Putra in 2020, entitled "the effect of product quality, packaging design, and packaging on the buying interest of potential Remile consumers", which shows that the packaging design variable (X1) has a partially significant effect on the buying interest of potential Remile consumers.

Effect of Product Variety (X2) on Purchase Interest (Y)

Based on the results obtained through the t test that Product Variety (X2) has a partial effect on buying interest (Y). It can be said that the variety of products owned by sponge cake tape products really meets consumer needs. Starting from the flavor, namely tape and original flavors and the size of the packaging, ranging from small, medium to large packages. The purpose of the many types of products is to minimize consumer boredom with existing product offerings, attract their interest in making purchases, and contribute to increasing buying interest in Anisa's Shop. Faradisa et al. (2016) define product variety as differentiating brands or models based on size, price, design, or other characteristics.

This research gets support from a previous study by Lazuardi et al (2021) entitled "The effect of product variations, product knowledge, and content marketing on buying interest in Butuhbaju clothes", which found that product variations significantly affect buying interest partially in Butuhbaju products.

Effect of Product Quality (X3) on Purchase Intention (Y)

The t test results show that Product Quality (X3) does not have a partially significant effect on purchase intention (Y). This shows that sponge cake products have good enough quality to compete in the market. Although the quality of sponge cake products does not have a direct influence on consumer purchasing desires, Toko Oleh-Oleh Anisa remains committed to providing the best quality on their sponge cake products, with the hope that the products purchased by consumers will be satisfying and have high quality standards.

Product quality can arouse consumer curiosity to feel the products that have been sold, so as to increase consumer buying interest in Anisa's Shop. As described by Kotler, Philip & Ketler (2020), quality is defined as how far a product meets predetermined specifications. The product is a series of real physical attributes, which are arranged into a recognizable form.

This finding was confirmed by a study conducted by Andi Suyono and his team in 2020, with the title "The Effect of Celebrity Endorser, Product Quality, Product Design on Interest in Buying Asus Smartphones among Pelita Indonesia Students" (2020). This study revealed that product quality plays an important and significant role in increasing purchase intention of Asus smartphones among Pelita Indonesia students.

CONCLUSION

Based on the analysis and discussion, the following conclusions can be summarized:

a. Evaluation of Research Instruments

1. Validity Test

Analysis of the validity indicates that the research tool has adequate validity and is suitable for use in data collection, as the calculated r value exceeds the r table value (0.2352).

2. Reliability Test

Reliability testing indicates that this research instrument is reliable with a high level of confidence, as evidenced by the Cronbach's Alpha (α) value which exceeds 0.6 or 60%.

a. Multiple Linear Regression Analysis From the resulting multiple linear regression formula, namely: $y = -0.27 + 0.463 x_1 + 0.231 x_2 + 0.165 e_i$

1 The constant -0.027 indicates that if all independent variables are zero, then the purchase intention will be -0.027.

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- 2 The regression coefficient for packaging design (X1) is 0.463, indicating that every one unit increase in packaging design increases purchase intention by 0.463.
- 3 The regression coefficient for the product variety variable (X2) is 0.231, which means that a one unit increase in product variety will increase the purchase desire by 0.231.
- 4 The regression coefficient for product quality (X3) is 0.165, indicating that each one unit increase in product quality increases purchasing decisions by 0.165.
 - a. Hypothesis Test
 2. The F test analysis found that the F count was 41.212 with a significance level of 0.000, indicating that the independent variables simultaneously affect the dependent variable.
 3. Test t
 - a) Packaging Design (X1) has a significant influence on Purchase Intention (Y), as evidenced by the calculated t value which exceeds the t table value and the significance level which is below 0.05.
 - b) Product Variety (X2) partially has a significant effect on Purchase Interest (Y) with t count greater than t table and a significance level of less than 0.05.
 - c) Product Quality (X3) has no significant effect on Purchase Intention (Y) because t count is less than t table and the significance level is greater than 0.05.
 - a. Coefficient of Determination (R^2)

The coefficient of determination is 0.652 or 65.2%, indicating that 65.2% of the variation in Purchase Intention is explained by the independent variable, while the rest is influenced by other factors.
 - b. Classical Assumption Test
 1. In the Normality Test, the use of the Kolmogorov-Smirnov Test results in an asymp.sig (2-tailed) value of 0.823, which indicates that the data distribution is normal.
 2. Multicollinearity Test No multicollinearity was found, with all VIF values below 10 and Tolerance above 0.1.
 3. Heteroscedasticity Test There is no heteroscedasticity, indicated by a significance probability value above 0.05.

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