

The Influence of Product Availability and Packaging on Tofu Purchasing Decisions at the Pak Narma Javanese Crispy Tofu Factory in Tanjung Jati, Binjai

Cut Sukmawati *, Luvita Sari, Nursanjaya, Sufi

Prodi Administrasi Bisnis, Fakultas Ilmu Sosial Ilmu Politik,
Universitas Malikussaleh

Jl. Kampus Unimal Bukit Indah, Blang Pulo, Kec. Muara Satu, Kota Lhokseumawe, Aceh 24355, Indonesia

Article Info

Article history:

Received August 20, 2024
Revised September 17, 2024
Accepted October 22, 2024

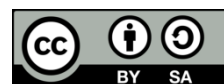
Keywords:

Product Availability
Packaging
Purchasing Decisions

ABSTRACT

Since Mr. Narma started the tofu factory, the number of companies selling crispy tofu has increased, and Mr. Narma began to focus more on the quality of his tofu factory. Over time, pabrik tahu krispi khas jawa Tanjung Jati Binjai became increasingly famous in Binjai and Sumatra utara. This research is called quantitative research because the research data is in the form of numbers and analysis using statistics. Therefore, the writing uses quantitative research because the data in this study are expressed in the form of numbers. The significant result for the Product Availability variable is 0.000 or smaller than the significant level used, namely 0.05 ($0.000 < 0.05$) and the calculated T value is greater than the T table, namely 1.985 ($5.007 > 1.985$). The significant result for the Packaging variable is 0.003 or greater than the significant level used, namely 0.05 ($0.003 > 0.05$) and the calculated T value is smaller than the T table value, namely 1.985 ($0.008 < 1.985$). Product availability has a positive and significant effect on purchasing decisions. This means that if the availability of products owned pabrik tahu krispi khas jawa pak narma tanjung jati binjai. Packaging will partially have a positive but insignificant effect on purchasing decisions. This shows that good quality or type of packaging has a positive impact on purchasing decisions. In other words, consumers tend to be more interested in buying ji products.

This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



Corresponding Author:

Cut Sukmawati
Universitas Malikussaleh
Email: cut.sukmawati@unimal.ac.id

INTRODUCTION

Product availability is an important factor in ensuring that the products desired and expected by customers are always available and easily accessible. According to Emiri (2021), consistent and efficient product availability makes it easier for customers to get the desired product, thereby increasing their satisfaction. Lianardi & Chandra (2019) also state that sufficient product availability has a huge impact on purchasing decisions, because consumers will more easily decide to buy products that are always available.

Apart from product availability, packaging also plays an important role in purchasing decisions. In the tofu factory industry, good packaging can maintain product quality and safety and attract consumers. Packaging that is visually appealing, safe, provides clear product information, and is easy to use can increase consumer

interest and trust in tofu products. Well-packaged tofu will last longer and avoid health problems due to contamination.

A crispy tofu factory is a type of factory that produces tofu with a crunchier texture. Crispy tofu is usually made through a special process that involves frying or roasting to create a crispy skin on the outside, yet still soft on the inside. Pak Narma's Javanese crispy tofu factory in Tanjung Jati, Binjai, is an example of a factory that has successfully produced the popular crispy tofu. The factory started as a small business of Mr. Narma selling fried foods around, then developed into a famous crispy tofu factory in Binjai and North Sumatra.

The purchase decision is the stage in the decision-making process where consumers actually buy the desired product. Kotler & Armstrong (2022) explain that purchasing decisions involve meeting the needs and desires of individuals, groups, or organizations through products, services, ideas, or experiences. According to Alma (2018), purchasing decisions are influenced by various factors such as economy, technology, politics, culture, product, price, location, promotion, physical, people, and process.

Pak Narma's Javanese Krispi Tofu Factory production and revenue data show that limited product availability can lead to consumer disappointment if they cannot get the desired product. Therefore, it is important for the factory to increase the availability of krispy tofu to keep consumers satisfied. The focus of the research is to find out whether product availability and good packaging affect consumer purchasing decisions at Pak Narma's Javanese Krispi Tofu Factory in Tanjung Jati, Binjai. Based on this background, the authors conducted a study with the title "The Effect of Product Availability and Packaging on Tofu Purchasing Decisions at Pak Narma's Javanese Krispi Tofu Factory in Tanjung Jati Binjai".

LITERATURE REVIEW

Product Availability (X1)

According to Kotler & Keller in quote Utama (2019) Product availability is the company's ability to maintain product inventory when there is an increase in demand for products.

According to Kotler & Keller in quotation from Utama (2019) the Product Availability Indicator consists of:

1. Products are easy to see
2. Products are neatly organized
3. Product availability
4. Cash/credit payment tool availability

Packaging (X2)

According to Kotler & Armstrong in Arum's quote (2019) packaging is the activity of designing producing a container or wrapper for a product.

According to Kotler & Armstrong in Arum's quote (2019) Packaging indicators consist of:

1. Shape
2. Size
3. Material

Purchase Decision (Y)

According to Kotler & Keller in Nadhril's quote (2020) Purchasing decisions are part of consumer behavior about how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences satisfy their needs and desires. According to Kotler & Keller in Nadhril's quote (2020) Purchase Decision Indicators consist of:

1. Problem Recognition
2. Information search (Information Sarch)
3. Evaluation of alternatives
4. Purchase decision

RESEARCH METHOD

This type of research is quantitative research using a descriptive approach. Quantitative research method is a type of research whose specifications are systematically structured and clearly planned from the beginning to the end of the research. (Sugiyono, 2013) quantitative method is a method in the form of numbers and analysis using statistics. The data analysis technique used is multiple linear regression quantitative technique. In this study, data analysis was processed using the help of the SPSS 25.0 program.

Research Variables

In this study, the variable used is product availability as variable X1 which can be interpreted as the company's ability to maintain product inventory when there is an increase in demand for products. With indicators put forward by Kotler & Keller in quotations from Utama (2019), namely Products are easy to see, Products are neatly organized, Product availability and availability of Cash / credit payment instruments.

Packaging as variable X2 is the activity of designing producing a container or wrapper for a product. According to Kotler & Armstrong in Arum's quote (2019) there are three packaging indicators, namely Shape, Size and Material.

Purchasing Decisions as variable Y is part of consumer behavior about how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences satisfy their needs and wants. According to Kotler & Keller in Nadhril's quote (2020) there are several indicators of purchasing decisions, namely problem recognition, information search, alternative evaluation and purchase decisions.

Population and Sample

The population in this study were all customers who purchased tofu at the Pak Narma Tanjung Jati Binjai Javanese crispy tofu factory, the number of which was unknown. Sampling in this study using the Lemeshow formula (1997), from the calculation results obtained a sample size of 97 and increased to 100 customer respondents who purchased tofu at the Pak Narma Tanjung Jati Binjai Javanese krispi tofu factory. In this study, researchers used Probability Sampling with Stratified random sampling technique.

Data Collection Thecnique

The data sources used in this research are primary data and secondary data. The data collection technique uses field research based on observation, documentation and questionnaires. The questionnaire is data collection in the form of questions submitted to the subject and will be distributed to obtain answers about product availability and packaging on customer purchasing decisions.

RESULTS AND DISCUSSION

The results of testing the validity of all items used in the study for product availability variables (x1), packaging (x2) and purchasing decisions (Y). The calculated r value for 12 statements is greater than the r table value of 0.197. So that the 12 items can be declared valid as research measuring instruments..

Table 1. Reliability Test

Variabel	Reliability (Alpha)	Keterangan
Availability of products (X1)	0,832	Reliable
Packaging (X2)	0,911	Reliable
Purchasing Decisions (Y)	0,935	Reliable

Source: Data processed (2024)

Based on the table above, it can be seen that the alpha value for all variables is quite large, which is more than 0.60. Thus, it can be concluded that all questionnaire instruments from each variable in this study can be trusted or reliable.

Testing the normality of the data using a normal one sample kolgomorov-sirnov with the following results:

Table 2. one sample kolgomorov-sirnov
One-Sample Kolmogorov-Smirnov Test

		Ketersediaan		Keputusan Pembelian
		Produk	Packaging	
N		100	100	100
Normal Parameters ^{a,b}	Mean	12.96	9.39	17.49
	Std. Deviation	4.129	3.293	5.363
Most Extreme Differences	Absolute	.149	.148	.140
	Positive	.091	.078	.081
	Negative	-.149	-.148	-.140
Test Statistic		.149	.148	.140
Asymp. Sig. (2-tailed)		.000 ^c	.000 ^c	.000 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Output SPSS (2024)

Based on the one sample kolgomorov-sirnov test in table 4.7 above, it can be seen that the results of the asymp are smaller than the significant used, namely 0.05 ($0.000 < 0.05$) so that the data used in this study are concluded to be invalid.

The results of the multicollinearity test can be seen in the following table:

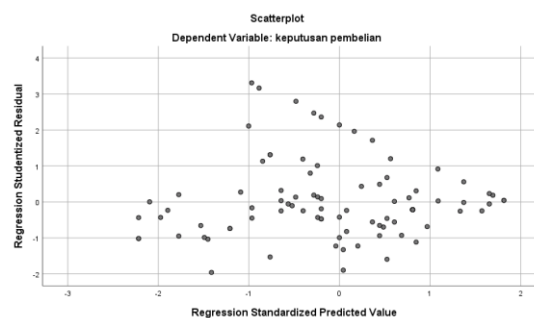
Table 3. Multicollinearity Test

Variabel	Collinearity Diagnostic		Keterangan
	Tolerance	VIF	
Ketersediaan Produk	0,439	2,279	Bebas multikolinearitas
Packaging	0,439	2,279	Bebas multikolinearitas

Source: Data Processed (2024)

Based on the table above, it can be seen that the tolerance value (T) is $0.439 > 0.1$ or the VIF value < 5 and the Product Availability variable (X1) has a VIF value of $2.279 < 5$ and the Packaging variable (X2) has a VIF value of $2.279 < 5$. This shows that there is no multicollinearity between the independent variables (free).

The results of the heteroscedasticity test are as follows:



Picture 1. Grafic Scatter Plot

Source: Output SPSS (2024)

Based on the picture above, it can be seen that the points spread randomly, do not form a certain clear pattern and are scattered both above and below zero on the Y axis. It can be concluded that each variable does not contain heteroscedasticity in the regression model.

Table 4. Partial Test

Variable	T _{hitung}	Sig.
Availability of products (X1)	5,007	0,000
Packaging (X2)	3,015	0,000

Source: Data processed (2024)

Based on the table above, it can be seen that the sig. product availability variable is 0.05 ($0.000 < 0.05$) and the calculated T value is greater than the T table, namely 1.985 ($5.007 > 1.985$), then H1 is accepted. So it can be concluded that the more products available at Pak Narma Tanjung Jati Binjai's Javanese Krispi Tofu Factory, the greater the likelihood of purchasing decisions. This is because the test results show that there is an influence between product availability and purchasing decisions at the Pak Narma Tanjung Jati Binjai Javanese Krispi Tofu Factory.

Partially, the sig. value for the packaging variable is $3.015 > 1.985$ and the significance value is $0.003 < 0.05$, indicating that this observed difference does not occur by chance alone, but there may indeed be a statistically significant relationship or effect. then the hypothesis is accepted and it can be concluded that the packaging variable has a positive and significant effect on tofu purchasing decisions so that H2 is accepted. In this study, it was found that the quality of packaging carried out by the Pak Narma Tanjung Jati Binjai Javanese Krispi Tofu Factory has an effect on consumer purchasing decisions for tofu. Although there is a positive and significant effect of packaging. This means that the quality of packaging consistently affects the decision to purchase tofu at the Pak Narma Tanjung Jati Binjai Javanese Krispi Tofu Factory.

Based on the simultaneous test results, it is known that the F test results are greater than the F table ($64.694 > 3.09$) with a significance level of ($0.000 < 0.05$) a very low significance value indicates that the differences or relationships observed in this study are very unlikely to occur by chance. Where this research is based on very strong statistics to state a significant relationship or effect, the hypothesis is accepted. It can be said that the variables of product availability (X1) and packaging (X2) together have an effect on tofu purchasing decisions (Y) at the Pak Narma Tanjung Jati Binjai Javanese krispi tofu factory.

Based on the very large F count and very low significant value, it can be concluded that the results of this study have a positive and significant effect together statistically. Thus the simultaneous test proves that product availability and packaging have an effect on tofu purchasing decisions at the Pak Narma Tanjung Jati Binjai Javanese Krispi Tofu Factory. It can be interpreted that the Pak Narma Tanjung Jati Binjai Javanese Krispy Tofu Factory can also create a sense of comfort, a sense of satisfaction with the availability of tofu and provide the best service for consumers.

CONCLUSION

The research findings show that Product availability has an impact on purchasing decisions at Pak Narma's krispi tofu factory in Tanjung Jati Binjai. However, Packaging partially has a positive but insignificant effect on purchasing decisions. This shows that good quality or type of packaging has a positive impact on purchasing decisions. In other words, consumers tend to be more interested in buying products if the packaging is attractive, good, or in accordance with their preferences. Therefore, Pak Narma's krispi tofu factory in Tanjung Jati Binjai can increase product availability, improve packaging, and optimize consumer purchasing decisions.

Suggestion

Based on the results of the study, it is known that the product availability variable has an effect on purchasing decisions, making sure that krispi tofu products are always available in the market by monitoring and managing effective stock. So that it can involve increasing production capacity and improving the distribution system to avoid stock shortages.

Based on the research results, it is known that the packaging variable has an effect on purchasing decisions, Improve the quality and design of product packaging. Make sure that the packaging attracts the attention of consumers and reflects the quality of the product inside. This can increase the attractiveness of the product on the shelf and influence consumer purchasing decisions. As well as maintaining the freshness of krispi tofu well and encouraging consumers to make purchasing decisions. Companies can also maximize the mix of these two variables in order to attract consumer interest and increase impulse purchases.

By implementing these suggestions, Pak Narma's crispy tofu factory in Tanjung Jati Binjai can increase product availability, improve packaging, and optimize consumer purchasing decisions.

REFERENCES

- [1] Abadi, Nadhril. (2020). Pengaruh Citra Merek, Kualitas Pelayanan dan Kepercayaan Konsumen Terhadap Keputusan Pembelian Indihome di Witel Telkom Depok. *Jurnal Manajemen*.
- [2] Apriando, J. P., Soesanto, H., & Indriani, F. (2019). Pengaruh Kualitas Produk dan Ketersediaan Produk Terhadap Keputusan Pembelian dengan Citra Merek Sebagai Variabel Intervening (Studi Pada Konsumen Minuman Energi M-150 di Kota Semarang). *Jurnal Sains Pemasaran Indonesia (Indonesian Journal of Marketing Science)*, 18(2), 166–183. <https://doi.org/10.14710/jspi>.
- [3] Astuti, R., & Hakim, M. A. (2021). Pengaruh Label Halal dan Ketersediaan Produk terhadap Keputusan Pembelian Konsumen pada 212 Mart di Kota Medan. *Jurnal Ilmiah Magister Manajemen*, 4(1), 1–10. <http://jurnal.umsu.ac.id>
- [4] Caniogo, A., & Rustanto, A. E. (2022). Kualitas Pelayanan dalam Meningkatkan Minat Beli Konsumen Pada UMKM di Jakarta (Studi Kasus Pembelian Melalui Shopee). *Responsive*, 5(1), 19. <https://doi.org/10.24198/responsive>.
- [5] Ernawati, R. 2021. Analisis Pengaruh Promosi, Harga, dan Citra Merek terhadap Keputusan Pembelian pada Situs E-commerce Zalora di Jakarta. *Business Management Analysis Journal (BMAJ)*, 4(2), 80–98
- [6] Fermayani, R. (2018). Pengaruh Brand Awareness, Brand Association, Dan Perceived Quality Terhadap Loyalitas Pelanggan Dettol Body Wash Di Kota Padang. *Jurnal Marketing*, 7, 107–110.
- [7] Jimmy, J., & Khoiri, M. (2023). Pengaruh Personal Selling, Promosi dan Ketersediaan Produk Terhadap Keputusan Pembelian Handphone Advan PT Maju Telekomunikasi Batam. *J-MAS (Jurnal Manajemen Dan Sains)*, 8(1), 90. <https://doi.org/10.33087/jmas.v8i1.918>
- [8] Kristiawan, T. A., & Keni, K. (2020). Pengaruh Packaging, Social Media Marketing Dan Electronic Word of Mouth Terhadap Keputusan Pembelian Busana Brand Lokal [the Effect of Packaging, Social Media Marketing and Electronic Word of Mouth on Purchase Decisions on Local Brand Fashion]. *DeReMa (Development Research of Management): Jurnal Manajemen*, 15(2), 244. <https://doi.org/10.19166/derema.v15i2.2445>
- [9] Lara. (2022). Pengaruh Ketersediaan Produk Dan Fasilitas Pendukung Terhadap Keputusan Pembelian Pada Toko Roti Vjcakes Di Pematang Siantar. 8.5.2017, 2003–2005. www.aging-us.com
- [10] Nasution, S. L. (2019). Pengaruh Citra Perusahaan, Pelayanan, Dan Produk Terhadap Keputusan Pembelian Konsumen Pada Master Cash & Credit Kota Pinang. *Ecobisma (Jurnal Ekonomi, Bisnis Dan Manajemen)*, 6(1), 60–69. <https://doi.org/10.36987/ecobi.v6i1.35>
- [11] Nasution, Ikrimah. (2022). Pengaruh Corporate Social Responsibility Terhadap Brand Awareness PT Pupuk Iskandar Muda (Studi Pada Masyarakat Di Desa Wilayah Ring I PT PIM).
- [12] Nurjanah, Arum, Fitri. (2019). Dampak Kemasan Produk, Harga Dan Promosi Terhadap Keputusan Pembelian Pada UKM Pandi Lanthing Di Kabupaten Kebumen.
- [13] Ningtyas, M. (2014). Pengaruh Pendekatan Keterampilan Taktis Terhadap Ketepatan Smash Bulutangkis Di SMA Muhammadiyah 1 Kota Pontianak. *Bintang: Jurnal Pendidikan Dan Sains*, 1(3), 32–41
- [14] Rachman, M Dely. (2021). Strategi Pemasaran dan Packaging Terhadap Keputusan Pembelian Pancake Durian Bunda Kota Medan.
- [15] Setiawan, M. H., Komarudin, R., & Kholifah, D. N. (2022). Pengaruh Kepercayaan, Tampilan Dan Promosi Terhadap Keputusan Pemilihan Aplikasi Marketplace. *Jurnal Infotech*, 4(2), 141. <http://ejournal.bsi.ac.id/ejurnal/index>.
- [16] Sakdiah, (2022). Pengaruh Promosi Penjualan (Sales Promotion) dan Belanja Hedonis (Hedonic Shopping) Terhadap Impulse Buying Secara Online. (Studi Pada Konsumen Shopee Mahasiswa FISIP Unimal)
- [17] Sanjaya, S. (2015). Pengaruh Promosi dan Merek Terhadap Keputusan Pembelian PT. Sinar Sosro Medan. *Jurnal Ilmiah Manajemen dan Bisnis*, 16(02), 108–122.
- [18] Solikha, S., & Suprpta, I. (2020). Pengaruh Harga Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan (Studi Kasus pada PT. GO-JEK). *Jurnal Ekobis : Ekonomi Bisnis & Manajemen*, 10(1), 67–81. <https://doi.org/>
- [19] Sukati, Inda. (2023). Pengaruh Online Costumer Review, Kepercayaan dan Ketersediaan Produk Terhadap Keputusan Pembelian Ms Glow di Kota Batam. *Jurnal eCo-Buss*. Vol 6, No 2, 2023
- [20] Victor, C. (2013). Pengaruh Kualitas Produk, Ketersediaan Produk dan Gaya Hidup Terhadap Keputusan Pembelian Produk Lulur Mandi Sumber Ayu di Jakarta. *Jurnal MIX*, 3(2), 211– 230.