



INFLUENCE OF PRODUCT DESIGN AND FOOD TASTE ON CONSUMER INTEREST IN MOMOGI SNACK PRODUCTS

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Abstract

In the era of globalization and increasingly fierce business competition, product design is no longer only seen as an aesthetic aspect, but also as an important element that can influence consumer behavior in determining consumer decisions in purchasing a product. Apart from product design, food taste (multisensory sensation) is an important element that can influence consumer perception and purchasing interest. The aim of this research is to analyze the influence of product design and food taste on consumer buying interest. The sample used was 153 respondents who were taken using a questionnaire and using multiple linear regression analysis techniques. The results show that product design and food taste have a significant positive effect on consumer buying interest in Snack Momogi.

INTRODUCTION

In an era of globalization and increasing business competition, companies are required to continue to innovate in designing their products in order to maintain and increase market share. Product design is no longer seen only as an aesthetic aspect, but also as an important element that can influence consumer behavior in determining consumer decisions in buying a product. Attractive and functional product design can create a positive experience for consumers, arouse purchasing interest, and ultimately boost product sales (Willy et al., 2019). The complexity of competition exists in the market, so consumers will always be faced in the variety and type of product of choice and how they judge such a product from the design and variety of flavours offered. It is also supported by increasingly critical and selective consumers in choosing the products they buy. They not only take into account the functionality and quality factors of the product, but also the design and variety of flavours offered (Dahuri, 2023).

Competition in designing *eye catching* packaging has become a crucial factor especially in the snack sector (N. N. Putra et al., 2020). The increasing number of new products that penetrate the market, as well as offering a different experience, make companies have to be able to compete with aesthetic designs that attract consumers at first sight. There are several kinds of snack packaging designs that are considered attractive to consumers: duplex paper packaging, kraft paper packing, aluminum foil packaging and metallize packaging. Standing pouch packaging is considered, sachet packing is considered and plastic packaging uses (Nf Mufreni, 2016). On each packing design offers a different experience and has its own advantages considering the products offered.

MOMOGI SNACK offers an impressive and popular food experience, especially for children. Its colorful and easy to bring by children is a unique attraction in every experience when consuming it. MOMOGI Snack also offers a variety of flavor variations that are in the interest of children. MOMOGI is one of the food brands that won the Best Brand Award for 10 years as of 2012 for its success in building andining a good reputation in Indonesia. (Dahuri, 2023).

A study by (Willy et al., 2019) found that product packaging and taste have a positive and significant influence on consumer purchasing interests. Research by Ramadhina & Mugiono (2022) also found that under-packaging and flavor have a role in determining consumer interest. The existence of taste variation is a branding strategy and provides valuable experience and insight to consumers. For consumers, in addition to considering flavor variations, the unique design and eye chatching encourage consumers to buy the product.

There are also other factors that influence consumer purchasing interests that relate to the influence of the flavor offered. When buying a product, consumers buy not only to meet physical needs, but also to gain a pleasant and satisfying experience when



consuming the product. In this case, the taste of food (multi-sensory sensation) becomes an important element that can influence consumer perceptions and purchasing interests. Dusauw et al. (2023) found that taste variations have a significant positive influence on consumer purchasing interests. Having varied flavour variations while in the quality they have will give a sense of taste that is inherent in consumer minds rather than they have to switch to another product with flavours that they have never tried before. The results of this study are supported by research from Khurniawan et al. (2017) and Nf Mufreni (2016) which also found that the taste element has a positive and significant influence on consumer purchasing interests. The flavor, aroma, or texture of a product can affect the quality, value, and overall impact on a product, which can ultimately affect consumer purchasing interests.

Data from the Statista Global Consumer Survey found that Indonesia has considerable potential in the development of snack consumption, which is known that the most dominant generation consuming snacks is in the age range of 25-34 years (Lidwina, 2021). Based on the background that has been presented before, the study aims to find empirical evidence of whether there is an influence between product design and food taste on consumer purchase intention in Momogi Snack Products.

LITERATURE REVIEW

Customer Experience Theory

According to Waqas et al. (2021) the Customer Experience Theory describes the theory of how consumers create and describe their experience in describing a product produced by a company. The customer's experience of a product can influence their purchases, consumer loyalty to a product, customer satisfaction, customer attitude to the product, and the way consumers promote the product indirectly through word of mouth (WOM). So, the experience of the consumer becomes an important part of the company. Lemon & Verhoef (2016) the customer experience theory is a theory that explains that companies are able to understand the customer well in an era of increasingly complex consumer behavior. The company is expected to be able to provide an experience that will always be remembered by consumers when buying and using their products so that in the end the consumer will make repeated purchases and offer the experience of the product to other potential consumers. Customer experience is a multi-dimensional construction that focuses on cognitive, emotional, behavioral, sensory, and social responses.

Product Design

The design of a product reflects a concept that reflects the totality of the features of the product that can influence the appearance, taste, and function of an product



based on the needs of the consumer (Nf Mufreni, 2016). So it can be said that design is the heart of a product (Rinawati et al., 2023). Research from Nf Mufreni (2016) states that there are several elements that must be met in creating a product design namely, size, shape, material material, color, text, and brand. In addition, research by Putra et al. (2020) mentions the size of a product as one of the consumer's considerations when buying a product. It's a consideration, because it's about how much value they're going to get at the expense of their money. This consideration will be very different between one consumer and the other. So this is an urgent matter to be considered by manufacturers.

Food Taste

Taste refers to the variety of products offered by the company (Willy et al., 2019). Product flavours include flavour, aroma and after-taste variants. Consumers tend to think that an attractive and tasty taste will give them a pleasant experience. Based on the description above, the taste of food refers to the variety and flavour offered by the company. The more varied and varied the flavors offered, the more consumers are interested in buying and trying products with different variations.

Purchase Intention

Buying interest is an act or desire that arises after receiving an incentive from a product he sees, and subsequently arises an action to try the product and then buy to possess it. (Nf Mufreni, 2016). Buying interest is the inward urge of a person to buy a product or service for the purpose of satisfying a need or fulfilling a desire that exists in him when looking at a product. Purchasing interest can be the reaction of the consumer when buying a product, which is based on the pad experience when buying the product (N. N. Putra et al., 2020).

State of the art

Table 1. State of the Art

No.	Author	Research focus	Proxies (measurements)	Results
1.	Rinawati et al. (2023)	The impact of product design and service quality on consumer purchasing interests on Keben products at UD. Sedana Mertha	The dependence variable is purchase intention and independence variable is product design and quality of service	Product design and quality of service is positive significant and quality of service depend to purchase intention.
2.	Ramadhina & Mugiono (2022)	The impact of packaging design, product variation, and product quality on consumer purchasing intention	The dependence variable is purchase intention and independence variable is packaging design, product variation, and product quality	packaging design, product variation, and product quality is positive significant and quality of service depend to purchase intention.
3.	Putra et al. (2020)	Analysis of the Type and Design of the Packaging of Shrimp Ceramic Snack against the Buyer's Intention	The dependence variable is purchase intention and independence variable is type design of the packaging	type design of the packaging and design product is positive significant depend to purchase intention.

No.	Author	Research focus	Proxies (measurements)	Results
4.	V. K. Putra (2021)	Impact of Product Quality, Design, and Packaging on Purchasing Intention of Remote Customers	The dependence variable is purchase intention and independence variable is product quality, design, and packaging	Product quality and product design is positive significant depend to purchase intention. But, packaging is not significant depend to purchase intention.
5.	Nf Mufreni (2016)	The impact of product design, packaging shape, and packaging material on consumer purchasing intention (Case Study The Hijau Serbuk Tocha)	The dependence variable is purchase intention and independence variable is product design, packaging shape, and packaging material	Product design, packaging shape, and packaging material is positive significant depend to purchasing intention
6.	Pathak (2014)	The Cognitive Power of Product Packaging	The dependence variable is purchase intention and independence variable is product packaging	Product packaging is positive significant depend to purchasing intention
7.	Willy & Nurjanah (2019)	Effects of Product Packaging and Sense on Purchasing Interests that Affect Energy Drink Customer Purchase Intention	The dependence variable is purchase intention and independence variable is product packaging and food taste	Product packaging is positive significant depend to purchasing intention. But food taste is not significant depend to purchase intention.

Source: Journal published, 2024

RESEARCH METHODS

Data and Samples

The type of research is divided into two, namely qualitative research and

quantitative research. Qualitative research is research to find answers to phenomena, case studies, or testing of a theory (Sugiyono, 2018). The study uses a quantitative research approach, with data values expressed on a numerical scale and obtained from the results of the spread of the lift to the respondents. The population used in this research is consumers of Momogi Snack products in the Surabaya City area.

The sampling technique in this research is purposive sampling and snowball sampling. Purposive sampling is a sampling technique that determines characteristics/criteria that are in accordance with the research objectives so that it can support the success of the research, while Snowball sampling is a sampling technique through random potential respondents and asking for recommendations from someone with the same characteristics in this research (Sugiyono, 2018).

Operational definition and measurement of variables

The independent variables and the dependent variables of this study can be explained in the following table:

Table 2. Operational Definition and Variable Measurement

No	Variable	Type	Symbol	Measurement	Information
1	Purchase Intention	Dependent	PI	<ol style="list-style-type: none"> 1. Transactional interest, the tendency to buy a product. 2. Referential interest, the tendency to refer products to other people 3. Preferential interest, the tendency for someone to have a major preference for the product. 4. Exploratory interest, the behavior of always looking for information about the product of interest and looking for other information that supports the positive properties of the product 	The measurement of this research variable uses a Likert scale for the purchase interest variable, with scores and ranges: (1) strongly disagree/STS; (2) disagree/TS; (3) quite agree/CS; (4) agree/S; (5) strongly agree/SS

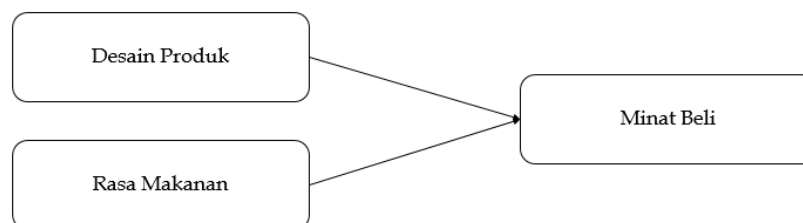
No	Variable	Type	Symbol	Measurement	Information
2	Product Design	Independent	PD	<ol style="list-style-type: none"> 1. The latest model (up to date), refers to the company's way of building products that are modern and up to date with the hope of generating interest in consumers to make purchases. 2. Color, refers to the choice of color because it is the color that is attractive when you see a product on the market 3. Design Variations, refers to designs that are not monotonous. 	<p>The measurement of this research variable uses a Likert scale for the purchase interest variable, with scores and ranges: (1) strongly disagree/STS; (2) disagree/TS; (3) quite agree/CS; (4) agree/S; (5) strongly agree/SS</p>
3	Food Taste	Independent	FT	<ol style="list-style-type: none"> 1. Variety of flavors offered 2. The aroma and experience offered 3. After taste, after trying the product 	<p>The measurement of this research variable uses a Likert scale for the purchase interest variable, with scores and ranges: (1) strongly disagree/STS; (2) disagree/TS; (3) quite agree/CS; (4) agree/S; (5) strongly agree/SS</p>

RESULTS AND DISCUSSION

Reesearch Model

The following is the result of the measurement model.

Figure 1. Research Model



Source: Research Model, 2024

Table 3. T-Test Statistics Results

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
	B	Std. Error			
1 (Constant)	4.494	1.62		2.706	0.008
Product Design	0.364	0.053	0.384	6.839	0.000
Food Taste	0.820	0.085	0.543	9.679	0.000

Source: Results of SPSS 25 data processing, 2024

Table 3 presents the results of t-statistic from this research model, the product design on purchase interest is 0.000. This value is ≤ 0.05 and the t value is 6.839, so it can be concluded that product design variables influence purchasing interest. From these results, H1 is accepted and H0 is rejected, which states that there is a positive influence between product design and intention in buying Momogi Snacks. food taste on purchase intention is 0.000. This value is ≤ 0.05 with a t-count value of 9.679, so it can be concluded that the food taste variable has a significant positive effect on buying interest. From these results, H0 is rejected, and H2 is accepted, so that it is in accordance with H2, namely that there is an influence between the taste of food on interest in buying Momogi Snacks. The following are the results of the equations formed from the research conducted:

$$PI = 4.494 + 0,364 PD + 0,820 FT + \varepsilon$$

Keterangan:

- PI : Purchase intention
- a : Constant
- $\beta_1 - \beta_2$: Coefficient Regression
- PD : Product Design
- FT : Food Taste
- ε : Error

Table 6. Hypothesis Test Results

No	hypothesis	Analysis	Conclusion
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1	PD → PI	Sig. = 0,000 (< 0.05) t-statistic = 6.839	The results show that the t-statistic > t-table and the p-value (0.000) < 0.05, so H1 is accepted which means there is have a positive effect between the product design to purchase intention.
2	FT → PI	Sig. = 0,000 (< 0.05) t-statistic = 9.679	The results show that the t-statistic > t-table and the p-value (0.000) < 0.05, so that H2 is accepted which means that there is have a positive effect between the food taste to purchase intention..

Source: Results of data processing with SPSS 25, 2024

CONCLUSIONS AND RECOMMENDATIONS

This research concludes that there is an influence between product design and food taste depend to purchase intention. The research sample used was 153 samples. From the results of the research and discussion presented, the conclusion of this research is that product design has a positive and significant effect on consumer purchase intention. Food taste has a positive and significant effect on consumer purchase intention.

For future researchers, it is hoped that they can to test using independent variables other than those used by future researchers which can influence consumers' buying interest in purchasing a product. The company hopes to be able to meet consumer expectations for its products even better, especially in terms of product design and provide a variety of more attractive flavor variants so that more consumers are interested in buying the products offered and targeting all ages and groups. It is hoped that the public will be able to provide input on Momogi snack products. Apart from that, it is hoped that the innovative product design and varied flavors will attract interest in buying and repeat purchases.

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