

## Increasing Customer Satisfaction Through Product Quality And Unique Packaging

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### Abstract

This research aims to help researchers understand whether there is an impact of product quality and packaging on purchasing decisions and customer satisfaction levels. The population in this research is Fore consumers. The sample method used was purposive sampling with a total of 252 respondents. The sample in this research is consumers who have purchased or consumed Fore products at least twice. The data analysis method uses a structural equation model with the help of smartPLS software. The results of this research show that there is a positive and significant influence of packaging on purchasing decisions, product quality on purchasing decisions, packaging on customer satisfaction, and product quality on customer satisfaction. Overall, these findings underscore the importance of effective packaging strategies and improving product quality in achieving sustainable customer satisfaction in the coffee shop industry. Each packaging variable and product quality have an important role in shaping consumer perceptions, driving purchasing decisions, and influencing the level of customer satisfaction.

**Keywords:** *Product Quality, Packaging, Purchase Decision, Satisfaction.*

### INTRODUCTION

These days, coffee shops are becoming more and more popular, and everyone wants one, but especially the younger generation. Every year, the number of people living in Indonesia rises, and this growth is accompanied by an increase in consumer spending. Given the widespread appeal and necessity of coffee shops and coffee in our daily lives, it is critical to observe how patrons view and interact with these businesses (Motoki et al., 2021). Every day new trends in business inspire entrepreneurs to be more creative in their pursuit of lucrative ventures. In a constantly evolving and dynamic commercial landscape, companies require a comprehensive grasp of customer behavior when making various product and service purchases to satisfy their demands. According to Kotler & Armstrong (2012), the decision-making stage in which a consumer makes a purchase is known as the purchasing decision. Companies need to find out what customers desire to try and influence their decisions to buy. If this occurs, customers will probably be happy with what they receive.

Satisfaction is a key result of marketing efforts since it connects the stages of purchase with the steps involved in making a purchase or consuming something. An internal comparison of consumers' income after utilizing related items or services can be used to define customer satisfaction (Churchill & Surprenant, 1982). According to Philip & Keller (2016), satisfaction is the emotion a person experiences when he compares the perceived performance (or results) of a good or service with his expectations. Companies that have superior products and packaging that are certain to add value in the eyes of consumers and make them feel satisfied are better positioned to win over customers and keep their items in the market.

A product's qualities are characterized by a range of characteristics that enable it to satisfy specific requirements (Alex & Thomas, 2011). Product quality, on the other hand, is a key factor influencing consumer behavior across a range of categories in both the products and services industries, according to De Maeyer & Estelami (2011). Product

quality is the most important factor for company owners to consider when opening a successful coffee shop. The demand for coffee is rising due to the growing number of coffee aficionados, so a coffee shop's ability to succeed truly depends on the caliber of its goods. If the product being offered provides benefits over competing products, this may affect how customers behave while making purchases. Previous studies have demonstrated that purchase decisions are positively impacted by product quality (Oktavian & Wahyudi, 2022). Customers will be satisfied if the product fulfills their expectations. Previous studies have demonstrated that customer satisfaction is positively and significantly impacted by product quality (Kencana, 2018).

Making a cover or container for a product to safeguard its contents is known as packaging (Kotler & Amstrong, 2012). Product packaging serves as the public face of the product by providing crucial information about it, assisting consumers in making decisions, and promoting industry competition (Robertson, 2018). If the product packaging of a coffee business is appealing and capable of setting it apart from its rivals. Because packaging is frequently the first thing people see before determining what to buy, it has a huge impact on customers' decisions to purchase products, which is why the coffee shop has its appeal (Ampuero & Vila, 2006). The purpose of this study is to assist researchers in determining if product quality and packaging affect consumer satisfaction and purchase decisions.

## **THEORY REVIEW AND HYPOTHESIS DEVELOPMENT**

### **Product Quality**

Product quality is defined as a collection of attributes and qualities that satisfy the demands and expectations of the client (Mahsyar & Surapati, 2020; Yu & Fang, 2009a). Product performance affects client needs, product design, packaging, features, and purchasing assurances; these factors are all related to product quality (Johnson & Ettl, 2001). Furthermore, Wang (2013) clarifies that customer happiness with a product is reflected in the quality of the product as judged by the customer. As a result, high-quality products are necessary to satisfy consumers and encourage them to make additional purchases. From the viewpoint of the consumer, product quality is considered to be a multifaceted aspect of the investigation process. Yet, based on the product's total weight, quality can be subjectively assessed in real consumer feedback (Toivonen, 2012). According to Moncayo et al., (2020), the following characteristics of coffee flavour are indicative of a high-quality product: sweetness, bitterness, acidity, intensity of flavour, and scent.

Buying decisions are a model of how consumers behave in that they make decisions and proceed through a series of steps to make a selection (Buffington et al., 1977). Therefore, the choice to buy a product is based on knowledge, information, and assessment of products that are recognized to offer genuine features; that is, consumers who are interested in basing their judgments on the information they have learned and the benefits they believe their purchases will bring. Oliver (2014) defines customer satisfaction as an evaluation of whether a characteristic of a product or service offers or produces a pleasing degree of consumption-related satisfaction, including a degree of under- or over-fulfilment. Therefore, satisfaction results from the product or service meeting the customer's expectations, and dissatisfaction results from the product or service not meeting the customer's expectations. According to earlier studies, product quality is generally acknowledged as having a significant impact on consumer satisfaction and post-meal behavioral intentions (Liu & Jang, 2009). Thus the hypothesis proposed is as follows:

H1: Product quality influences purchasing decisions

H2: Product quality influences customer satisfaction

H3: Product quality affects customer satisfaction through purchasing decisions

### **Packaging**

In general, packaging is a container that comes into direct touch with the product and serves to identify, protect, preserve, and facilitate handling (Ranjbarian et al., 2010).

One kind of tangible marketing communication instrument is packaging. Additionally, packaging constantly communicates the identity of the product through the meaning that is suggested or expressed by its design (Underwood, 2003). For this reason, packaging design plays a crucial role in setting a product apart from competitors. Creative packaging can expand consumer markets and alter how consumers view items (Rundh, 2005). Eco-friendly packaging is becoming more and more crucial. Packaging should highlight key aspects of the product and brand. Therefore, business actors must prioritize this aspect and use the best techniques available, including using environmentally friendly raw materials (Zhao et al., 2021). Packaging design is a field that combines elements of form, structure, materials, color, symbols, typography, and packaging to market products (Klimchuk & Krasovec, 2006).

Effective packaging is crucial for product storage as well as drawing in customers and encouraging them to make a purchase (Asmoro & Tuti, 2023; Zhao et al., 2021). According to Hanaysha (2018), consumers make several considerations before making a purchase, starting with their willingness to meet their demands. Packaging can also affect a customer's decision to buy a product (Asmoro & Tuti, 2023; Silayoi & Speece, 2004). They found that distinctive packaging shapes pique consumers' curiosity and encourage sales. Therefore, when starting a firm, entrepreneurs should consider packaging.

Additionally, after utilizing a product for one or more uses, a customer's feelings about it might be classified as good or negative (Woodruff, 1997). Both packaging and the people who make and sell its products are always changing. Even though the packaging is silent, its design has the power to arouse the senses, influence consumers' emotional decisions to buy, and ultimately lead to customer happiness. To demonstrate that the product is a reasonable decision, the packaging must also satisfy the logical and factual needs of consumers (Dupuis & Silva, 2015). Thus the author proposes the following hypothesis:

H4: Packaging has a significant effect on purchasing decisions

H5: Packaging has a significant effect on customer satisfaction

H6: Packaging has a significant effect on purchasing decisions and customer satisfaction

### **Purchase Decision**

According to Salem (2018), making a purchase is a sequence of actions that starts when a consumer recognizes a need, then searches for a solution, weighs their options, and ultimately selects a specific commodity or service. Consequently, it is possible to think of consumers' decision-making process for purchases as a sequence of processes they go through before actually making a purchase (Hanaysha, 2022). Customers need to choose where to shop, what model and brand they want, how much to spend overall, when to buy it, where to buy it, and how to pay (Hanaysha, 2017). By providing information about their goods and services that might help customers with their assessment process, marketers might sway these decisions.

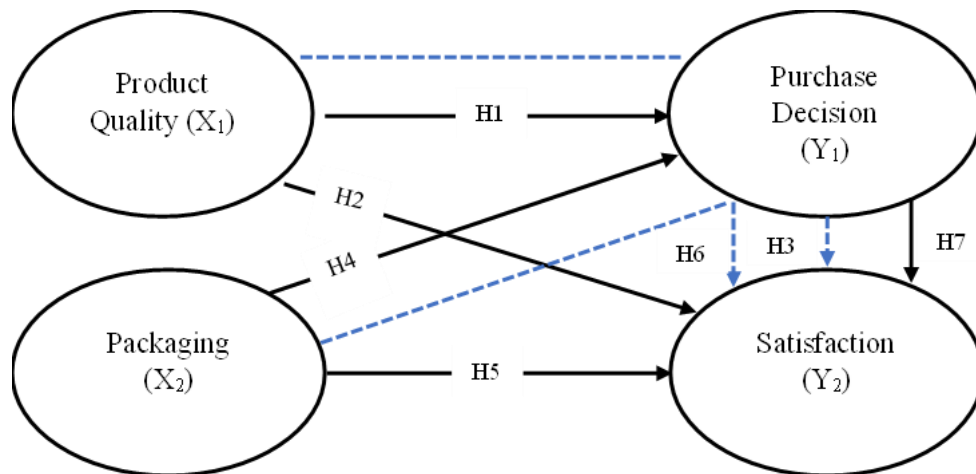
Decision-making style, which is defined by the propensity to maximize or fulfill a decision, is one particular trait that is a predictor of decision-making behavior (Schwartz et al., 2002). Consumers use the decision-making process to determine how they will move forward with a purchase. According to Karimi et al., (2015), there are various stages involved in consumer decision-making, such as recognition, information search, alternative appraisal, buy decision, and post-purchase phases. Badarou (2021) demonstrates that a customer's degree of satisfaction with a product has a major impact on their decision to purchase it. Thus, the following is the hypothesis put out in this study:

H7: There is a direct influence of purchasing decisions on customer satisfaction

### **Customer Satisfaction**

According to Yu & Fang (Yu & Fang, 2009a), the degree to which customers perceive the benefits of a product or service might impact their inclination to repurchase it. This is

known as customer satisfaction. Based on the literature, Spiteri & Dion (2004) classified satisfaction into two categories: transactional satisfaction and overall satisfaction. Short-term, transactional happiness is subjective, focused only on the goods purchased, and based on an assessment of a single purchase (Petr & Maria, 2008). On the other hand, general satisfaction, or cumulative consumer satisfaction, refers to the totality of the purchasing experience (Johnson & Fornell, 1980). Long-term contentment, or cumulative satisfaction, is predicated on a customer's total experience with a product and subsequent purchases. Thus, maintaining a high level of client happiness will benefit the business over time. like boosting client retention and bringing in steady revenue. Three factors influence customer satisfaction: expectations, perceived quality, and cost (perceived value) (Souki & Filho, 2008). The conceptual graphic below illustrates the conceptual thinking used in this research based on the description provided.



**Figure 1.** Conceptual Framework

## RESEARCH METHODOLOGY

The population that is the focus of this research is consumers who made purchases in December 2023. This research used a purposive sampling method to select samples who had made purchases at least twice and obtained 252 respondents. Respondents' opinions were obtained through distributing questionnaires via Google Forms.

A Likert scale with a range of (1-5) is used to measure respondents' assessments with the following details: 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree) and 5 (strongly agree). In the data analysis process, researchers used a structural equation modeling (SEM) approach. Next, researchers took a quantitative approach using the Partial Least Square (PLS) method. PLS is an estimation technique that utilizes an interactive variable structure. Although it does not always require regular distribution of multivariate data or increasing sample sizes, PLS has theoretical advantages in explaining relationships between variables.

## RESULTS AND DISCUSSION

### Respondent Description

With a total of 177 persons, the gender breakdown indicates that women make up the majority (70.2%). According to age, the majority of respondents—206 individuals, or 81.7 percent—were between the ages of 21 and 30. In terms of occupation, the majority of visitors to this coffee shop were workers—110, or 43.7 percent—and students—102, or 46.3 percent. (40.5%). There are 65 people (or 25.8%) who visit the fore in the South Jakarta area regularly. By visiting throughout the afternoon, 152 people (60.3%) made up the majority of customers, and 106 people (42.1%) made up the majority of respondents who came to Fore three to five times (62.3%) to hang out with their friends. Cappuccinos

accounted for the plurality of coffee varieties purchased, with 73 people (29%), Aren Latte purchased by 66 people (26.2%), and Butterscotch Sea Salt Latte and Caramel Praline Macchiato purchased by 59 people (23.4%). Customers visit Fore for various reasons, but for the most part—168 out of 168—are happy with the products, 121 with the deals and prices, and 118 with the service. The table 1 below illustrates this:

**Table 1.** Description of Respondents

Demographics	Frequency	Percentage (%)
Gender		
Men	75	29.8
Female	177	70.2
Age		
15-20 year	36	14.3
21-30 year	206	81.7
31-40 year	10	4
Occupation		
Students	102	40.5
Employee	110	43.7
Entrepreneur	33	13.1
Civil Employee	4	1.6
Others	3	1.1
Area Visited		
West Jakarta	14	5.6
Central Jakarta	17	6.7
South Jakarta	65	25.8
East Jakarta	49	19.4
Depok	41	16.3
Bogor	44	17.5
Bekasi	17	6.7
Outside Jabodetabek	5	2
Visiting time		
Morning	41	16.3
Afternoon	152	60.3
Night	59	23.4
Reason for visiting		
Meeting clients	14	5.6
Hangout	106	42.1
Me Time	94	37.3
Study from cafe	19	7.5
Work from cafe	19	7.5
Type of coffee purchased		
Aren Latte	66	26.2
Americano	45	17.9

Butterscotch Sea Salt Latte	59	23.4
Buttercream Choco Mint	37	14.7
Buttercream Latte	42	16.7
Buttercream Tiramisu Latte	55	21.8
Caramel Praline Macchiato	59	23.4
Cafe Malt Latte	42	16.7
Cappuccino	73	29
Classic Latte	38	15.1
Espresso	31	12.3
Nutty Oat Latte	30	11.9
Salted Caramel Mocha	41	16.3
What you like about this coffee shop		
Service	118	46.8
Product	168	66.7
Promotion	121	48
Atmosphere	105	41.7
Menu	100	39.7
Location	27	10.7
Total	252	100

Source: Author,2023

### Structural Models

The dependent variables in this framework are purchasing decisions and customer satisfaction, while the independent variables include packaging and product quality.

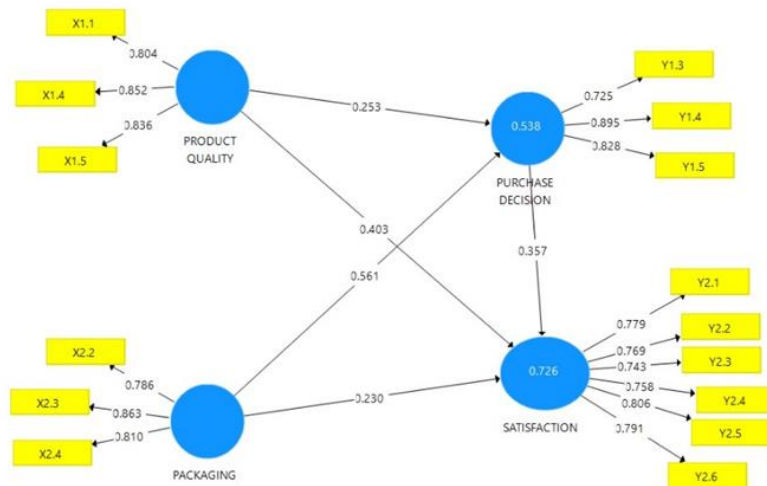


Figure 2. Structural Model

### Evaluation of External Loading Models Convergent Validity Test

**Table 2.** Measurement Model Evaluation

Indicator	Item	Loading Factor	Reliability	AVE
Sweetness	X1.1	0.804	0.870	0.690
Flavor intensity	X1.4	0.852		
Aroma coffee	X1.5	0.836		
Product Quality (Moncayo et al., 2020)				
Structure	X2.2	0.786	0.861	0.673
Materials	X2.3	0.863		
Color	X2.4	0.810		
Packaging (Klimchuk & Krasovec, 2006)				
Evaluation of alternatives	Y1.3	0.725	0.858	0.671
Purchase decision	Y1.4	0.895		
Post-purchase stages	Y1.5	0.828		
Purchase Decision (Karimi et al., 2015)				
Perceived quality	Y2.1	0.779	0.900	0.600
Cost (perceived value)	Y2.2	0.769		
Expectations	Y2.3	0.743		
	Y2.4	0.758		
	Y2.5	0.806		
Customer Satisfaction (Souki & Filho, 2008)				
	Y2.6	0.791		

Sources: processing data, 2023

The results of the analysis show that all variables have loading factor values higher than 0.700. Apart from that, the composite reliability (CR) value using Cronbach's Alpha value also has a value above 0.700, which ranges from 0.858 to 0.900. Meanwhile, the AVE values for all variables range from 0.600 to 0.690, indicating that they all meet the AVE standards.

**Table 1.** Discriminant validity

Variable	Packaging	Product Quality	Purchase Decision	Customer Satisfaction
Packaging	0.820			
Product Quality	0.565	0.831		
Purchase Decision	0.703	0.569	0.819	
Customer Satisfaction	0.708	0.736	0.748	0.775

Sources: processing data, 2023

Based on the data in Table 3, the variables packaging (0.820), product quality (0.831), purchasing decisions (0.819), and customer happiness (0.775) have the highest values. These findings indicate that the highest loading factor for each latent component is shown in each indicator statement. To be deemed legitimate, discriminant validity needs to satisfy these requirements. The fact that the square root of the AVE for each component was significantly higher than the correlation with any variable further supported the discriminant validity (Fornell & Larcker, 1981).

**Table 2.** Multicollinearity Test

Variable	Purchase Decision	Customer Satisfaction
Packaging	1.468	2.149
Product Quality	1.468	1.606
Purchase Decision		2.166
Customer Satisfaction		

Sources: processing data, 2023

As seen in Table 4, the study's VIF values ranged from 1.468 to 2.166, with no values going above the 5.0 threshold. Since these findings show that the multicollinearity issue is unfounded, more research can be conducted.

**Table 3.** Determination Coefficient Test (R<sup>2</sup>)

Variable	R Square	R Square Adjusted
Purchase Decision	0.538	0.535
Customer Satisfaction	0.726	0.723

Sources: processing data, 2023

A coefficient of determination test is used to determine how much the dependent variable is influenced by the independent factors. Table 5 displays an R<sup>2</sup> value of 0.538 for purchase decisions and 0.726 for customer satisfaction. These values suggest that the independent variable has a moderate impact on the dependent variable. These findings demonstrate that customer satisfaction is influenced by 72.6% and purchasing decisions by 53.8% and 53.8%, respectively, of product and packaging quality.

**Table 4.** Prediction Accuracy Test (Q<sup>2</sup>)

Variable	SSO	SSE	Q <sup>2</sup> (=1-SSE / SSO)
Packaging	768.000	768.000	
Product Quality	768.000	768.000	
Purchase Decision	768.000	495.720	0.355
Customer Satisfaction	1536	883.826	0.425

Sources: processing data, 2023

A value greater than 0 indicates the strength of the model's predictions, whereas a value less than 0 indicates their weakness. The Q<sup>2</sup> value can be used to test prediction accuracy. High levels of prediction accuracy are shown by the results in Table 6 for variables with Q<sup>2</sup> values > 0, which range from 0.355 to 0.425.

**Table 5.** F Test

Variable	F Square	Result
Packaging (X1) - Purchase Decision (Y1)	0.464	Large
Packaging (X1) - Customer Satisfaction (Y2)	0.090	Small
Product Quality (X2) - Purchase Decision (Y1)	0.094	Small
Product Quality (X2) - Customer Satisfaction (Y2)	0.370	Large
Purchase Decision (Y1) - Customer Satisfaction (Y2)	0.215	Medium

Sources: processing data, 2023

The degree of correlation between the independent and dependent variables is assessed using the F-square test.  $F^2 > 0.02$  denotes small size,  $F^2 > 0.15$  denotes medium size,  $F^2 > 0.35$  denotes large size, and  $F^2 < 0.02$  denotes no effect are the measuring requirements. Table 7 illustrates how the developed model demonstrates a large influence size of the packaging variable on customer satisfaction and purchasing decisions, a medium influence size of the purchasing decision variable on customer satisfaction, and a small influence size of each packaging variable on satisfaction with product quality. consumer choices and product quality on purchases.

**Table 6.** Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Result
Product Quality -> Purchase Decision	0.253	0.254	0.050	5.015	0.000	Accepted
Product Quality -> Customer Satisfaction	0.403	0.411	0.060	6.767	0.000	Accepted
Product Quality -> Purchase Decision -> Customer Satisfaction	0.090	0.091	0.026	3.512	0.000	Accepted
Packaging -> Purchase Decision	0.561	0.563	0.051	11.089	0.000	Accepted
Packaging -> Customer Satisfaction	0.230	0.221	0.074	3.104	0.002	Accepted
Packaging -> Purchase Decision -> Customer Satisfaction	0.200	0.201	0.040	4.949	0.000	Accepted
Purchase Decision -> Customer Satisfaction	0.357	0.357	0.065	5.489	0.000	Accepted

Sources: processing data, 2023

To ascertain if the hypothesis in this study is accepted or rejected, hypothesis testing is done utilizing the bootstrapping approach with smart pls. If the p-value is less than 0.05 and the path coefficient t-value is greater than 1.96, the hypothesis is accepted. Given that the p-value is less than 0.05 and the t-value is more than 1.96, the data presented in Table 8 indicate that the hypothesis is accepted. The following are the offered hypotheses: The following relationships exist: Product Quality -> Purchase Decision (t-value = 5.015 and p-value = 0.000), Product Quality -> Customer Satisfaction (t-value = 6.767 p-value = 0.000), Packaging -> Purchase Decision -> Customer Satisfaction (t-value = 3.104 and p-value = 0.002), Packaging -> Purchase Decision -> Customer Satisfaction (t-value = 4.949 and p-value = 0.000), Product Quality -> Purchase Decision (p-value = 0.000 and t-value = 5.015), Product Quality -> Customer Satisfaction (p-value = 0.000 and t-value = 6.767), Product Quality -> Purchase Decision -> Customer Satisfaction (p-value = 0.000 and t-value =

3.512), and Purchase Decision -> Customer Satisfaction (p-value = 0.000 and t-value = 5.489).

## DISCUSSION

Another way to define product quality is as a product's degree of perfection. Product quality is defined as a set of features and properties that can fulfil the demands and expectations of the client (Mahsyar & Surapati, 2020; Yu & Fang, 2009b). These days, there are a lot of coffee shops, which increases rivalry. For a coffee shop's product to continue to be the top option for customers, it must offer advantages over competing offerings. There is likely to be a substantial correlation between product quality and purchase preferences if customers believe the product to be superior to other similar products. These results demonstrate that purchase decisions are positively and significantly impacted by product quality. Thus, the ability to enhance product quality continues to be a key element in motivating customers to make better purchase decisions.

In addition to influencing purchases, product quality has the power to exceed consumers' expectations in terms of satisfaction. The findings of this study demonstrate that customer happiness is significantly impacted by product quality. Superior product quality has a positive correlation with overall customer happiness because satisfied customers are more likely to be satisfied with their experience. Accordingly, a customer's degree of satisfaction is determined by whether or not the good or service they received satisfies their expectations; on the other hand, if they don't, it's safe to say that they're not. Consistent with other studies, product quality is widely acknowledged as a critical factor influencing consumer satisfaction levels and post-consumption behavioral intentions (Liu & Jang, 2009).

Additional research demonstrates that customer happiness and purchasing decisions are indirectly influenced by product quality. Positive perceptions are created when customers receive products that meet or beyond their expectations. Belief in the quality of products is a powerful one that shapes preferences for businesses that meet high standards of quality. Aside from that, the primary factor influencing client happiness is the caliber of the goods. When customers are pleased with the quality of a product, they are more likely to stick with it, choose it again, and even tell others about it. As a result, product quality not only affects decisions to buy but also serves as a crucial basis for fostering a favorable brand-consumer relationship.

Products can be identified by looking at how they appear on the package. According to Ranjbarian et al., (2010), packaging is the term for containers that come into direct touch with the product and help to identify, preserve, maintain, protect, and make handling easier. Nowadays, packaging serves as more than just a product's container—many businesses now utilize it to market and promote their goods. This means that visually appealing container designs have the power to grab consumers' attention and frequently establish themselves as a hallmark of a brand. Customers are inclined to favor a product if they are familiar with a certain package linked to a brand. The results of this study demonstrate that packaging significantly and favorably influences consumers' decisions to buy. Put differently, packaging encompasses not just aesthetic components but also the way it interacts with customers and shapes their opinion of the goods. These results are consistent with other studies that highlight how important packaging is in influencing consumers' perceptions and decisions to buy (Silayoi & Speece, 2004).

In addition to having an impact on purchase decisions, this study demonstrates that packaging significantly and favorably affects consumer happiness. This implies that packaging can boost customer satisfaction if it lives up to expectations from both an aesthetic and functional standpoint. Subsequently, packaging frequently serves as a medium for disseminating details about the product and its added value. Customers who are concerned about the environment will be more satisfied with businesses that produce ecologically friendly packaging. Therefore, clients who believe that the business is concerned about environmental issues may be happier with the product. It is crucial to bear in mind that favorable brand perception, positive referrals, and customer loyalty can all be

influenced by high levels of customer satisfaction. Consequently, businesses frequently focus on packaging design as a tactic to boost client happiness and accomplish long-term achievement.

The results demonstrate that packaging has an indirect impact on consumer satisfaction and purchase decisions. Even though it's occasionally regarded as a supporting element, packaging might provide hints regarding the worth, dependability, and quality of a product. Professional and appealing packaging design can pique a potential customer's attention, establish credibility, and provide a good first impression. Easy-to-open and reusable packaging are two examples of how practical and functional packaging may improve user satisfaction and boost customer satisfaction. In addition to the obvious, packaging can subtly convey brand values. For instance, premium packaging can convey exclusivity, while ecologically friendly packaging can draw in customers who are concerned about sustainability. Businesses can use packaging to change consumers' views and raise customer satisfaction levels by having a solid understanding of its role in marketing strategies.

### CONCLUSION

According to the research findings, packaging significantly and favourably influences consumers' satisfaction levels and their decisions to buy. Similarly, consumers' pleasure and decision to buy are positively and significantly impacted by product quality. To effectively compete with its rivals, a business must devise a plan that includes enhancing the quality of its products and designing visually appealing packaging. The goal is to get people to notice this and become interested in purchasing the product. The a fore mentioned results highlight the significance of employing efficient packing techniques and enhancing product excellence in attaining enduring consumer contentment within the coffee shop sector. Every packaging factor and product quality factor matters in forming consumer opinions, influencing consumer choices, and affecting customer satisfaction levels.

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