



ENHANCING PRODUCTIVITY THROUGH PSYCHOLOGICAL PERSPECTIVES IN THE ERA OF GLOBAL TRANSFORMATION

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The Role of Product Packaging on Consumer Purchase Decisions for Regional Typical Foods

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Abstract: Product packaging plays an essential role in shaping consumer perceptions and influencing purchasing decisions, particularly for traditional regional food products. Packaging not only functions as a protective medium but also serves as a visual communication tool that represents cultural identity and local values. This study aims to systematically review the influence of packaging design and its elements on purchasing decisions of regional food products using a literature review method. Data were collected from relevant national journals obtained through various sources such as Garuda and Publis or Perish. The findings indicate that both visual and verbal elements of packaging such as color, shape, typography, materials and product information significantly affect consumer perceptions and buying interest. Packaging that incorporates local cultural elements and aesthetic design can enhance the competitiveness of regional culinary MSME products, strengthen brand image, and encourage purchasing decisions. Therefore, packaging design that is informative, attractive, and reflective of local wisdom serves as an effective strategy to increase the market value and sustainability of traditional regional food products.

Keywords: Product Packaging, Packaging Design, Purchasing Decisions, Traditional Food

Introduction

Traditional foods have long been a part of Indonesian culture. The diverse traditional foods across the archipelago, especially regional specialties, have distinctive flavors and unique characteristics that reflect their respective regions. These regional specialties can attract local and international tourists, opening new business opportunities, stimulating the economy, increasing local incomes, and preserving traditional foods through regional-based businesses. Research by Aini et al. (2024) found that traditional culinary arts play a significant role in driving the local economy and strengthening competitiveness in the national market. Furthermore, packaging regional culinary specialties can increase consumer interest while expanding opportunities for exporting local food products internationally. Thus, regional specialties serve not only as a cultural identity but also as a

strategy for growing MSMEs.

In an increasingly competitive market, packaging now serves as a means of visual communication and supports marketing strategies. Packaging can be an initial attraction that can boost sales. Besides maintaining quality and safety, packaging can represent the product's identity and the values the producer wishes to convey. According to research conducted by Pramesti et al., (2023), it is emphasized that attractive packaging design will suggest consumers, thus encouraging consumer purchasing decisions and increasing product sales. By looking at the information printed on the packaging, it can create an attraction that will then lead to many decisions being taken by consumers. Thus, packaging plays a vital role in branding strategies that not only have an aesthetic function but also play a role in increasing product competitiveness.

Packaging elements, including visual design (color and shape), materials, information labels, and logos and brands, play a role in shaping consumer perceptions. For example, certain colors can evoke specific emotions and create impressions of quality or taste, as well as serve as brand identity, enabling consumers to easily recognize them. Research by Hanifawati et al. (2017) found that visual and informative attributes on packaging have been shown to significantly influence purchasing decisions, particularly among young consumers who tend to be sensitive to product aesthetics.

For regional food specialties, packaging also plays a role in strengthening cultural identity. Packaging incorporating regional elements such as distinctive batik motifs, ethnic patterns, or the use of regional languages can add value and strengthen a product's competitiveness in the market. According to research by Nurnilasari (2025), packaging incorporating regional symbols or traditional motifs has been shown to increase sales and attract local consumers. Furthermore, research by Narulita and Pande Sarjani (2019) shows that packaging with distinctive regional designs not only creates unique product attributes but also strengthens loyalty to those distinctive products. Based on the explanation above, attractive packaging design that reflects product identity can influence consumer decision-making. However, many regional specialty food products boast superior flavors but often neglect packaging to enhance their competitiveness. Therefore, this literature review aims to synthesize various findings regarding the role of product packaging in influencing purchasing decisions, specifically for regional specialty food products. Through this study and analysis, it is hoped that a deeper understanding of how packaging elements can be effectively utilized to build positive consumer perceptions of local Indonesian products will be gained.

Literature Review

Product packaging is a physical element that plays a role in protecting a product, conveying information, and serving as a marketing communication medium. Kotler (in Agusria et al., 2021) defines packaging as the process of creating a container or other component that becomes part of a product. For regional food products, packaging not only serves as a protective layer but also helps differentiate the product, showcase local characteristics, and provide visual appeal to consumers. Innovative packaging can support marketing through various attributes. According to Hanifawati et al. (2015), packaging attributes that influence purchasing decisions are divided into two categories: visual and verbal. Visual attributes include things that can be seen, such as color, shape, material, images, graphics, and logos. Verbal attributes, on the other hand, include elements consisting of a series of letters or numbers that contain information on the label, such as the

brand, product name, nutritional value, expiration date, and certain promotional materials.

Buying decision

According to Kotler and Armstrong (in Nst, K. A., & Nasution, 2022), a consumer purchasing decision is the process by which consumers recognize their needs, research a product or brand, weigh their options, and then decide to purchase. According to Sciffman and Kanuk (in Sari, 2020), a purchasing decision is the process of choosing between two or more available alternatives. This means that a person can only make a decision if there are several options. After going through the consideration stage in the purchasing decision process, consumers ultimately decide whether to purchase the product or not.

Research Methods

This study employed a descriptive narrative method, focusing on compiling in-depth and systematic information about a phenomenon through relevant journal sources. This approach was chosen because the topic under study relates to aesthetic elements, perceived quality, and cultural values embedded in packaging. The data were sourced from scientific journals focused on regional food product packaging. The data collected in this study were sourced from Garda Jurnal, POP (publish or perish), Google Scholar, and other national journals. The collected data will be analyzed to determine the role of product packaging in purchasing decisions for regional specialty foods.

Result and Discussion

Kemasan produk merupakan faktor penting yang dapat mempengaruhi keputusan pembelian konsumen secara signifikan. Kotler dan Keller (dalam Arisandi & Hamzah, 2025) menjelaskan bahwa kemasan bukan hanya sebagai pelindung produk, melainkan juga media komunikasi yang dapat membentuk citra merek dan memengaruhi keputusan pembelian konsumen. Dalam konteks makanan khas daerah, secara fungsional kemasan berperan sebagai pelindung produk dan menjadi representasi identitas budaya yang melekat pada produk tersebut. Berdasarkan temuan dari beberapa jurnal terdahulu, kemasan produk memiliki pengaruh secara signifikan dalam membangun persepsi konsumen terhadap kualitas dan citra produk, sehingga berdampak pada meningkatnya daya saing di UMKM di sektor kuliner.

Pemahaman mengenai peran kemasan produk terhadap perilaku konsumen dijelaskan melalui teori yang dikemukakan oleh Bloch yaitu teori *approach* dan *avoidance*. Menurut Bloch (dalam Angeline, 2010), ketika suatu produk memunculkan respon psikologis yang positif, konsumen akan cenderung menunjukkan perilaku *approach* (pendekatan), seperti memperhatikan produk lebih lama, memperhatikan secara detail atau menyentuh produk. apabila kemasan memunculkan persepsi positif seperti dianggap menarik atau merepresentasikan identitas budaya yang kuat, maka konsumen cenderung menunjukkan perilaku *approach*, seperti memperhatikan kemasan produk lebih lama, mencari informasi mendalam mengenai produk, hingga memutuskan untuk membeli produk tersebut. Pada produk makanan khas daerah, kemasan yang menampilkan unsur budaya lokal, warna yang harmonis dan informasi yang jelas dapat menimbulkan respon positif pada konsumen terutama bagi konsumen yang mencari pengalaman autentik.

Desain kemasan yang menarik secara visual terbukti berpengaruh secara signifikan terhadap peningkatan minat dan keputusan pembelian konsumen. Berdasarkan hasil analisis jurnal-jurnal terdahulu didapatkan bahwa kemasan yang memadukan elemen

visual yang seperti seperti warna, tipografi, bentuk dan gambar dapat menarik perhatian konsumen dan menarik keinginan untuk membeli produk. Menurut hasil temuan dari studi yang telah dilakukan oleh Pratama et al., (2023) mengindikasikan bahwa perancangan desain kemasan baru pada produk tahu khas Cirebon berdampak pada peningkatan persepsi citra dan merek. Kemudian, hasil temuan dari studi yang telah dilakukan oleh Maharani dan Mutaqin (2023), menunjukkan bahwa penggunaan kemasan berpengaruh signifikan terhadap peningkatan penjualan dan perluasan pasar. Sementara itu, Erlyana (2018) dalam penelitiannya menegaskan penting untuk membangun kemasan yang menonjolkan unsur budaya, yaitu kemasan yang menyampaikan keaslian budaya, nilai-nilai tradisi lokal dan citra daerah asal produk. Sehingga, kemasan tidak hanya berfungsi secara pelindung produk tetapi juga berperan sebagai alat komunikasi strategis yang memengaruhi keputusan pembelian konsumen, dengan melalui estetika produk.

Berdasarkan hasil analisis, ditemukan bahwa desain kemasan memiliki pengaruh langsung terhadap keputusan pembelian konsumen. Unsur simbol dan budaya yang terkandung dalam kemasan berperan dalam membentuk persepsi konsumen. Perbedaan terlihat antara wisatawan lokal dan konsumen lokal, wisatawan lokal lebih responsif terhadap elemen visual yang menarik, sementara konsumen lokal lebih memperhatikan informasi dan harga produk. Secara keseluruhan, kemasan terbukti berperan efektif dalam memengaruhi, persepsi, sikap dan keputusan pembelian, khususnya pada produk makanan khas daerah. Oleh karena itu diperlukan perhatian terhadap unsur desain, kejelasan informasi, serta nilai-nilai lokal yang tercermin dalam kemasan.

Conclusion

Kemasan produk memiliki peran penting dalam mempengaruhi keputusan pembelian konsumen. Dalam konteks produk makanan khas daerah, kemasan tidak hanya berfungsi sebagai pelindung dan wadah, tetapi juga sebagai media komunikasi yang merepresentasikan nilai-nilai serta estetika lokal. Desain kemasan yang menarik, informatif dan mencerminkan kearifan lokal mampu meningkatkan citra produk mendorong minat beli konsumen.

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