

# **The Influence of Packaging, Branding and Sales Promotion on the Repurchase Intention Teh Botol Sosro at Has Fried Chicken Cikarang Restaurant**

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**Keywords** : Packaging, Branding, Sales Promotion, Repurchase Intention.

**Abstract** : *Teh Botol sosro, which is produced by PT. Sinar Sosro, is the first packaged ready-to-drink tea brand in Indonesia that has been developed and maintained for decades. The number of competitors makes Sosro bottled tea still exist fighting in the soft drink market. This study aims to analyze the effect of packaging on partial repurchase intention, branding on partial repurchase intention, sales promotion on partial repurchase intention, and packaging, branding and sales promotion on simultaneous repurchase intention. the target population in this study were the visitors of Has Fried Chicken Cikarang Restaurant. While the sample is respondents who buy bottled tea Sosro. Thus, the respondents who will be observed are 110 respondents. quantitative analysis method using multiple linear regression equation analysis, followed by analysis of determination (R square), partial hypothesis testing (t test) and simultaneously (F test) with an alpha of 5 percent (0.05). Before being analyzed further, the data quality test and classical assumption test were first carried out. analysis tool using SPSS version 23.0 for windows. The results showed that packaging had an effect on partial repurchase intention, branding had an effect on partial repurchase intention, sales promotion had an effect on partial repurchase intention, and packaging, branding, sales promotion had an effect on simultaneous repurchase intention in bottled tea products. sosro at Has Fried Chicken Cikarang.*

## **1 INTRODUCTION**

Packaging is a coordinated system for preparing goods to be ready for transportation, distribution, storage, sale and use. The existence of a container or wrapper can help prevent or reduce damage, protect the product in it in terms of promotion, the container or wrapper serves as a stimulus or attraction for buyers. Therefore, the shape, color and decoration of the packaging need to be considered. Packaging is also able to convey hidden messages, for example, color, shape, size and texture can give the impression of luxury transparent packaging, unusual structural shapes or reusable packaging also give a different impression. A product packaging must be made as attractive as possible in order to be able to attract the attention of potential consumers. For this reason, creative strategies are needed in order to convey messages about products, brands and product categories, types of consumers and the benefits offered by the product. packaging is a symbol of the overall marketing physical and visual evidence of the product to sell. Therefore it is very important to always remember that only by selling the product. packaging plays a very important role in terms of brand awareness for consumers. Unique packaging design can be the advantage of a product so that it can attract consumers to buy the product. American marketing association, the brand is the name. Term. design. Symbols. or other attributes of a product or service that distinguish it from others. Therefore, branding is any effort to create a brand, in other words, the process of determining the vision, mission and logo can be categorized as branding.

Kotler and Keller (2016) explain that promotion is an activity that communicates the advantages of a product and persuades target customers to buy it. Sales promotion plays an important role in marketing products to support added value to the brand, company image can also be a factor for consumers to perceive the quality of the products offered. Companies with a good brand image will attract more attention and linkage with consumers to buy the product itself. with a good promotion will increase customer buying intention and increase profits for

the company. Teh Botol Sosro is one of the tea drinks whose brand has been so attached to the community. Teh Botol Sosro is the first ready-to-drink tea product in Indonesia and the world that has been launched since 1969. Teh Botol Sosro only uses natural original raw materials. The tea leaves are picked from own plantation. Then it is processed into fragrant tea, which is green tea mixed with jasmine flowers and gambir flowers to produce a unique color. can set. This bottled tea can also be consumed by all people. In that case, so that there are more bottled tea enthusiasts, a competitive and effective promotion is held compared to the prices offered by other competitors, intentioning promotions are offered to influence consumer intention again and again. Teh Botol Sosro itself often carries out promotional activities, making stands at certain events, distributing new product brochures, and making pamphlets around the street, so that people know about the new products they make, Teh Botol Sosro occupies the highest number for sales of fast - food tea soft drinks. , can be seen from the following table:

**Table 1. Market Share Ratio of Packaged Tea**

<b>Description</b>	<b>Percentage</b>
Teh botol sosro	62,89 %
Teh pucuk harum	8,92 %
Fresh tea	6,97 %
Ultra teh kotak	5,44 %
Teh gelas	5,37 %
Fruit tea	3,58 %
Teh kita	3,03 %
Teh rio	1,26 %

Source: *www.topbrand-award.com*

Based on the data above, it can be seen that the market share in the ready-to-drink tea category is controlled by the Sinar Sosro company with the brand of bottled tea sosro from here it can be seen that the majority of Indonesian people have a fairly large consumption of ready-to-drink tea products.

## 2 LITERATURE REVIEW

### Repurchase Intention

According to Ike Kusdyah (2012), repurchase intention is one of consumer buying behavior in which there is a match between the value of goods or services that can generate consumer intention to consume them again in the future, the consumer's desire to repurchase an item. largely based on the trust and value associated with using the item. This is supported by the statement of Anoraga and Ike Kusdyah (2012) that repurchase intention is the consumer's intention in buying which is seen from the buying experience that has been done in the past. Through the views expressed, it can be understood that repurchase intention is the tendency of consumer buying attitudes towards products that are repeated over a certain period of time based on past experience. Factors influencing repurchase intention. According to the results of research conducted by Joseph, et al. (2012), Awi & Chaipoopirutana (2014). And Pupuni & Sulistyawati (2013). There are seven factors that influence repurchase intention. That is the physical environment. Customer satisfaction. Service quality. Brand preference. product quality. perceived value and price

### Packaging

Packaging is one of the fields in visual communication design that has many special demands because its functions are directly dealing with consumers, including technical, creative, communicative and marketing demands that must be realized into visual language (Azhari Amri, 2016). According to Kotler (2012) packaging

is a container or wrapper that does not only function as a product protector during transportation and storage. Actually the packaging has 2 functions, namely a protective function, which relates to product protection, climate differences, transportation infrastructure, and distribution channels which all impact on packaging, with protective packaging, consumers do not have to bear the risk of purchasing damaged or defective products and functions promotional, that packaging acts as a promotional tool, where the company considers consumer preferences regarding color, size, and appearance. Packaging has the meaning of an activity or activity in designing and producing the container or wrapper of a product. The packaging itself is the part that surrounds the product. While packaging is an activity to package a product. The design process generally considers aspects of function, aesthetics and various other aspects, the data of which is usually obtained from research. Thinking. Brainstorming. as well as from pre-existing designs.

## Branding

According to Kotler, brand is a name or term, sign, symbol, design, or a combination of all elements to identify the products or services of a person or group of sellers from competitors. The brand serves as a strong emotional bond between the customer and the consumer. The level of strategic options and financial impacting forces. Branding is not just about logos. corporate identity. marketing and advertising. but something unique and priceless. Branding makes the logo trustworthy and has its own value. Different. Character. as well as building a push to the general public. Branding can make a logo expensive. and people will be proud to use the logo of the company that we have. Same thing with the logo. Branding makes corporate identity the pride of anyone who wears it. as well as marketing. without branding marketing will not experience significant sales. without branding the marketing team will not achieve the targeted sales. Branding is a company's most valuable asset and one of the most important things in a business. either from sales or services. because it cannot be built in a short period of time. In doing branding. the communications division prefers and builds and maintains a reputation. and brand image. through communication strategies to reach the minds of audiences or segments of a company. and establish good and beneficial relationships between companies and consumers. Good relationship is an asset owned by the company. Because with a good relationship. The brand of the company will always be remembered in the minds of consumers. And of course, the process of forming a brand is not simple. The process takes time commitment. energy. focus strategy (method). competence (skill, knowledge, and attitude). and a mental attitude that does not give up easily.

## Sales Promotion

According to Hermawan (2012), sales promotion is a marketing activity that proposes added value from a product (to get more than just what is available from the value of the product) within a certain period of time in order to encourage consumer purchases, sales effectiveness, or encourage efforts made by the workforce. seller (sales force). According to Wahyuni (2016), sales promotion are incentives and offers that encourage consumers or customers to behave in certain ways at certain times.

## Research Design

This study was conducted to determine the intention in buying bottled tea sosro at Has Fried Chicken Cikarang. The research design is as illustrated below:

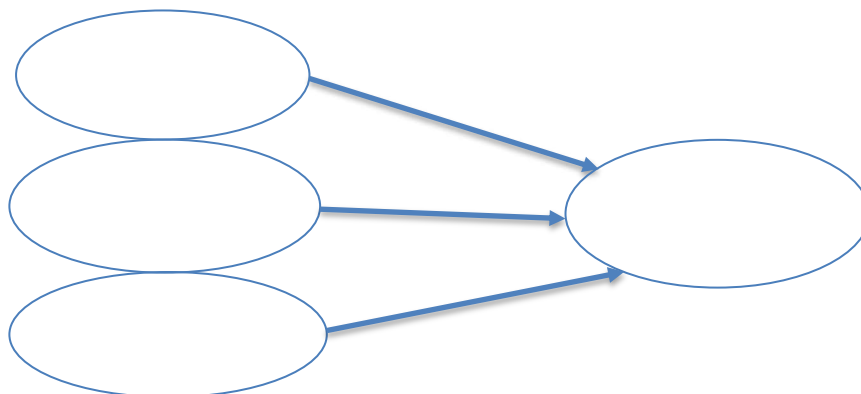


Figure 1. Research Design

### 3 METHODOLOGY

The place used for this research is all people in the Cikarang area who have visited the Has Fried Chicken restaurant and are consumers who have bought Sosro bottled tea in glass bottles, plastic bottles, pouches, or in boxes, when the research will be carried out from October to December 2020. Data collection was carried out directly by giving questionnaires to all Has Fried Chicken Cikarang consumers who had bought bottled tea sosro with a sample of 110 respondents. Respondents' procedures were in accordance with the research criteria and respondents were willing to fill out the questionnaire. Researchers collect questionnaires that have been filled in by respondents then are given a score and enter the scoring results into categories that have been determined by the researcher. In this study using a questionnaire, Questionnaire is a data collection technique that is done by giving a set of questions or written questions to respondents to answer, Questionnaire is an efficient data collection technique if the researcher knows with certainty the variables to be measured. And know what to expect from respondents. In this study, a list of questions was used that was compiled in a questionnaire about packaging, branding, and sales promotion, to the intention in repurchasing the bottle of Sosro which was filled in by the respondent. The data analysis method uses multiple linear regression with the help of the SPSS program.

### 4 FINDINGS AND DISCUSSION

#### Coefficient of Determination

The coefficient of determination is used to determine the percentage contribution of the influence of X1, X2, X3 and Y. The aim is to calculate the magnitude of the independent variable on the dependent variable. The higher the value of R<sup>2</sup>, the greater the proportion of the total dependent variable that can be explained by the independent variable.

**Table 2. Results of the Analysis of the Determination Coefficient**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.944 <sup>a</sup>	.891	.887	.00479

Source: Data Processed SPSS 23, 2021

The table above explains that the coefficient of determination or (R<sup>2</sup>) is 0.891 or 89.1%, it shows that the variable of consumer repurchase intention can be explained by Packaging, Branding and Sales Promotion variables as much as 89.1% while the remaining 10.9% can explained by other variables outside of the research variables.

#### F Test

The F test is used to test the effect of each of the independent variables used in this study, on the dependent variable partially by using the probability value (sig). The criteria for simultaneous testing in the thesis are that if Fcount < Ftable then there is no simultaneous effect between the independent variables on the dependent variable, while if Fcount > Ftable then there is a simultaneous effect between the independent variables on the dependent variable. Simultaneous testing in this thesis uses SPSS version 23. The results of the F test can be seen in the ANOVA output:

**Table 3. Simultaneous Test Results**

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	.016	3	.005	233.27 3	.000 <sup>b</sup>
	Residual	.002	86	.000		
	Total	.018	89			

Source: Data Processed SPSS 23, 2021

Based on column F above, the Fcount value is 233,273 while in Ftable it is obtained  $DF1 = k-1$  ( $4-1 = 3$ )  $DF2 = nk$  ( $90-4 = 86$ ) with a probability value of 5% and searched through the internet on the Ftable statistical level table. the significance of 0.05% and the Ftable result of 2.71 then the value explains that  $Fcount > Ftable$   $233,273 > 2.71$  so that it can be concluded that at that value there is a simultaneous influence between the independent variables ( $X_1, X_2, X_3$ ) on the dependent variable ( $Y$ ).

### Hypothesis Testing

Hypothesis testing in this study aims to determine whether there is a clear and reliable effect between the independent variables (packaging, branding, and sales promotion) on the dependent variable (consumer repurchase intention) partially. The results of the partial test (t-count) are as follows:

**Table 4. Partial Test Results (T-Calculate)**

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.079	.016		-5.013	.000
Packaging	.000	.000	.540	5.063	.000
Branding	2.507	.862	.551	2.907	.005
Sales Promotion	4.197	.877	.889	4.785	.000

Source: Data Processed SPSS 23, 2021

This test is carried out by comparing the tcount obtained in the table above with ttable at a significance level ( $\alpha$ ) = 0.05 and degrees of freedom  $DF(n-k) = 90-4=86$ . The t-table value can be found in the statistical table with a significance level of 0.05% and the t-table value of (1.987) is obtained. The results of the t-test in this study are as follows:

### Discussion

#### *The effect of packaging on repurchase intention*

The results of the research that has been carried out by researchers can be concluded that the packaging variable was partially tested on repurchase intention resulting in a t-test of  $5.063 > 1.987$  and a sig value of  $0.000 < 0.05$ . Based on these data, the packaging variable in this study partially affects the buying intention of bottled Sosro tea at Has Fried Chicken Cikarang. Based on the results of multiple linear regression analysis, the regression coefficient value is 0.064. This means that packaging affects repurchase intention by 0.064 and has a positive effect, which means that if the packaging variable increases by 1, it affects repurchase intention of 0.064 with the assumption that the other independent variables are constant. it can be concluded that there is a linear relationship between packaging and consumer repurchase intention. The results of this study are in accordance with the results of previous research conducted by Didit Darmawan Agrimas April (2017) where the results of his research show that the packaging variable has a significant partial and simultaneous effect on purchasing decisions. From the above delivery, it is clear that partially packaging has a significant effect on consumers repurchase intention. This means that hypothesis 1 is accepted or proven. Because good packaging will affect consumers repurchase intention. Packaging is one of the fields in visual communication design that has many special demands because

its function is directly dealing with consumers. The researcher concludes that if the quality of the packaging on the Sosro bottled tea is good, the quality of repurchase intention will increase. Based on the discussion above, H1 in this study is accepted, which means that the packaging variable affects the purchase intention of bottled Sosro tea at Has Fried Chicken Cikarang Restaurant.

#### *The influence of branding on repurchase intention*

The results of the research that has been carried out by researchers can be concluded that the branding variable was partially tested on repurchase intention resulting in a t-test of  $2.907 > 1.987$  and a sig value of  $0.005 < 0.05$ . Based on these data, the branding variable in this study partially influences the buying intention of bottled Sosro tea at Has Fried Chicken Cikarang. Based on the results of multiple linear regression analysis, the regression coefficient value was 523,451. This means that the branding variable has a positive regression direction with consumer repurchase intention of 523,451. if the branding quality increases by 1, then the decision to repurchase intention will increase by 523,451 assuming the other independent variables are constant. These results are in accordance with previous research conducted by Mohammad Rizan in the Indonesian Science Management Research Journal (JRMSI) "The Effect of Brand Image and Brand Trust on Brand Loyalty of Teh Botol Sosro" shows that the variable brand trust on brand loyalty gives the result that brand trust has a positive influence. and significant to the loyalty of the bottled tea brand Sosro. So partially branding has a significant effect on repurchase intention. Hypothesis 1 is accepted and proven. Because good branding will affect consumers repurchase intention. Branding something unique and priceless. Branding makes a logo trustworthy and has its own value. Branding is a company's most asset and one of the most important things in a business. either from sales or services. The researcher concludes that if the quality of branding on bottled tea is good, then the quality of repurchase intention will increase. Based on the discussion above, H1 in this study is accepted, which means that the packaging variable affects the purchase intention of bottled Sosro tea at Has Fried Chicken Cikarang Restaurant.

#### *Effect of Sales Promotion on repurchase intention*

The results of research that has been done by researchers can be concluded that the sales promotion variable was partially tested on repurchase intention resulting in a t-test of  $4.785 > 1.987$  and a sig value of  $0.000 < 0.05$ . Based on these data, the sales promotion variable in this study partially influenced the buying intention of bottled Sosro tea at Has Fried Chicken Cikarang. Based on the results of multiple linear regression analysis, the regression coefficient value is 501,377. This means that the sales promotion variable has a positive regression direction with consumer repurchase intention of 501,377. if the quality of sales promotion has increased by 1, then the decision to repurchase intention will increase by 501,377 assuming the other independent variables are constant. These results are in accordance with previous research conducted by Eko Boedhi Santoso. Joko Samboro, a polymath lecturer in a study entitled "The Effect of Sales Promotion and Product Innovation on Purchase Decisions and Its Impact on Customer Loyalty" from the results of the study there was a significant influence between sales promotions. product innovation on customer loyalty through purchasing decisions. This means that the better the sales promotion carried out by the company, the stronger the consumer's decision to buy and the higher the customer loyalty. This means that hypothesis 1 is accepted or proven. Because a good sales promotion will affect consumers repurchase intention. Sales promotion is a marketing activity that proposes added value from a product (to get more than just what is available from the value of the product) within a certain period of time in order to encourage consumer purchases, sales effectiveness, or encourage efforts made by sales forces (sales force). The researcher concludes that if the quality of sales promotion on bottled tea is good, the quality of repurchase intention will increase. Based on the above discussion, H1 in this study is accepted, which means that the sales promotion variable influences the purchase intention of bottled Sosro tea at Has Fried Chicken Cikarang Restaurant.

#### *The effect of packaging, branding, and sales promotion on repurchase intention*

Based on research conducted by researchers, the variables of packaging, branding and sales promotion simultaneously affect consumers' repurchase intention, then H4 is accepted. This is based on the results of the F test calculation by comparing Fcount with Ftable so that  $F_{count} > F_{table}$  is  $233,273 > 2.71$  and a significance value of  $0.000 < 0.05$ . These three variables are very closely related in the beverage business. As a provider of packaged drinks. Important for PT. Sinar Sosro to pay attention to and improve the quality of these three variables in order to increase consumer repurchase intention. Because based on the results of this study, if the variables of

packaging, branding and sales promotion are increased together, the consumer's repurchase intention will also increase. On the other hand, if the variables of packaging, branding and sales promotion decrease together, the consumer's repurchase intention will also decrease.

## 5 CONCLUSION

Partially, the packaging variable has a positive effect on consumer repurchase intention at Has Fried Chicken Cikarang Restaurant, and the effect is significant, thus H1 is accepted. Partially, the branding variable has a positive effect on consumer repurchase intention at Has Fried Chicken Cikarang Restaurant, and the effect is significant, thus H2 is accepted. In the buying process, the first step is to select from a known branding group to consider which product to buy, which has a high top of mind, has a high value. If a branding is not stored in the memory of consumers. The branding is not considered in the consumer's memory. Partially, the sales promotion variable has a positive effect on consumers repurchase intention at Has Fried Chicken Cikarang Restaurant, and the effect is significant, thus H3 is accepted. Simultaneously, the variables of packaging, branding and sales promotion have a positive effect on consumer repurchase intention at Has Fried Chicken Cikarang restaurant. And the influence is significant. Thus H4 is accepted. This gives an understanding that if the components of the marketing mix packaging, branding and sales promotion simultaneously increase, it will have a significant impact on consumer repurchase intention at Has Fried Chicken Cikarang restaurant.

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