

Taste And Promotion On Purchasing Decisions For Chocolaka Drink Products

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ABSTRACT. *The primary aim of this research is two-fold: firstly, to investigate the influence of taste on consumer purchasing behaviour of chocolaka drink products in Kolaka Regency; and secondly, to evaluate the impact of promotional activities on consumer purchasing behaviour of chocolaka drink goods in Kolaka Regency. The present study utilises a quantitative research technique, employing a range of data collection methods such as literature review, observation, and distribution of questionnaires. The population under investigation in this study comprised individuals who regularly consume chocolaka drink items. The sample size for this study was determined to be 100 individuals. This study utilises a research instrument that integrates both a Validity Test and a Reliability Test, employing the statistical programme SPSS 25.0. This study utilises measurement model tests (outer model) and structural model testing (inner model) through the application of Structural Equation Modelling (SEM) with Partial Least Squares (PLS) for data analysis. The study's results indicate a substantial positive correlation between the taste variable and the purchase decision, as demonstrated by a t-statistic value of 3.084 ($p = 0.002$). In a similar vein, the variable pertaining to promotion exhibits a noteworthy positive influence on the choice to make a purchase, as evidenced by a t-statistic of 5.726 ($p = 0.000$).*

Keyword: Taste, Promotion, Purchase Decision

ABSTRAK. Tujuan utama dari penelitian ini ada dua: pertama, untuk menyelidiki pengaruh rasa terhadap perilaku pembelian konsumen produk minuman chocolaka di Kabupaten Kolaka; dan kedua, mengevaluasi dampak kegiatan promosi terhadap perilaku pembelian barang minuman chocolaka oleh konsumen di Kabupaten Kolaka. Penelitian ini menggunakan teknik penelitian kuantitatif, menggunakan berbagai metode pengumpulan data seperti tinjauan pustaka, observasi, dan distribusi kuesioner. Populasi yang diselidiki dalam penelitian ini terdiri dari individu yang secara teratur mengkonsumsi makanan minuman chocolaka. Ukuran sampel untuk penelitian ini ditentukan menjadi 100 individu. Penelitian ini menggunakan instrumen penelitian yang mengintegrasikan Uji Validitas dan Uji Reliabilitas, menggunakan program statistik SPSS 25.0. Penelitian ini menggunakan pengujian model pengukuran (outer model) dan pengujian model struktur (inner model) melalui penerapan Structural Equation Modelling (SEM) dengan Partial Least Squares (PLS) untuk analisis data. Hasil penelitian menunjukkan korelasi positif yang substansial antara variabel rasa dan keputusan pembelian, seperti yang ditunjukkan oleh nilai t-statistik 3,084 ($p = 0,002$). Dalam nada yang sama, variabel yang berkaitan dengan promosi menunjukkan pengaruh positif yang patut dicatat pada pilihan untuk melakukan pembelian, sebagaimana dibuktikan oleh t-statistik 5,726 ($p = 0,000$).

Kata kunci: rasa, promosi, keputusan pembelian

INTRODUCTION

Chocolate is one of the processed products of cocoa beans that have undergone a series of processing processes, processing cocoa beans will produce products in the form of fat and cocoa powder, which will then be processed by manufacturing companies into various kinds

of derivative products, such as chocolate bars. Currently, chocolate is the favorite snack in Indonesia with a percentage of 78% (Sutrisno, et al, 2018). Cocoa consumption in Indonesia in processed form is divided into instant chocolate consumption based on the results of SUSENAS from the Navel Statistics Agency, the development of chocolate consumption in 2002-2013 fluctuates quite fluctuating.

Setyaningsih (2010) defines taste as a food product that determines whether the product can be accepted by consumers or not. Taste is an attribute consisting of appearance, taste, smell, texture and temperature that can form the cooperation of the five kinds of human senses (Stiadi, 2022). So with this taste, if what it offers is in accordance with the wishes, it can produce a consumer satisfaction value (Drummond & Brefere, n.d.). In addition to taste, promotions also influence purchasing decisions. Promotion is one of the priorities of several marketing activities that inform consumers that the company is launching new products that encourage consumers to carry out procurement activities (Hermawan, n.d.)

The process of purchasing decisions entails individual actions that involve the selection and acquisition of products from vendors (Sopiah & Sangadji, 2018). The consumer purchase decision process has five distinct stages: problem detection, information retrieval, information assessment, buy choice, and post-purchase behaviour. These stages are not confined to the immediate period leading up to and following the purchase, but rather extend over a longer duration. The process of making a decision to acquire a product is influenced by various elements, including culture, social factors, self, and taste (Kotler & Keller, 2009).

Previous research in accordance with the explanation of the variables above, there are several gaps. Research conducted by Indriyani & Syarifah (2020) states that taste has a positive and significant effect on purchasing decisions. While research conducted by (Wuntu, 2019) states that taste does not have a positive and significant effect on purchasing decisions. Research conducted by Haryani (2019) argues that promotion has a positive and significant effect on purchasing decisions.

Chokolaka is a *brand* inspired by the abbreviation kolaka chocolate, which was established in 2020. Some time ago, precisely on July 27, 2020, Chokolaka was also officially registered as a legal entity under the name PT. Chokolaka Kakao Mekongga already has an intellectual property rights certificate from the Directorate General of Intellectual Property (DJKI). PT. Chokolaka Kakao Mekongga which produces chocolate bars and powder from processed chocolate.

LITERATURE REVIEW

Taste

Taste is a natural way of choosing food or beverages that are distinguished from that taste (Drummond & Brefere, 2010). According to Setyaningsih (2010) defines taste as a food product that greatly determines whether the product can be accepted by consumers or not. Taste is a way of choosing food that must be distinguished from the *taste* of the food (Ilmi, Pawenang & Marwati, 2020). The indicators of Taste are sorted (Hadi & Al-Farisi, n.d.): 1) The appearance of the product is attractive to look at, 2) The pleasant smell of the product, 3) The taste of pleasure when drinking, 4) The ideal temperature of the product.

Promotion

According to Wijarnako (2018) promotion is a communication to tell the privileges of a product or service, persuade someone to buy, and remind the existence of the product or service. Factors influencing promotion according to Michael in (Sunyoto, n.d.) as follows, 1) Product Properties, 2) Product Life Cycle, 3) Available Funds.

Purchasing Decision

According to Sondakh et al., (2022) the purchase decision is a final decision that a consumer has to buy a good or service with certain considerations. The factors that influence purchasing decisions according to Rabeta (2020), are as follows, 1) Cultural Factors, 2) Social Factors, 3) Personal Factors including age, 4) Psychological Factors.

RESEARCH METHODS

Types of Research

The chosen research methodology will adopt a quantitative approach (Stiadi, 2021). According to Arikunto (2019), quantitative research is a methodological paradigm that predominantly focuses on numerical data for various facets of the research endeavour, encompassing data gathering, analysis, and dissemination of results. Quantitative research is a methodical technique to enquiry that largely relies on numerical data for analysis and interpretation. Quantitative research is predicated upon the utilisation of numerical data, as it facilitates the quantification and measurement of the subject or topic being examined. The main aim of quantitative research is to determine the connection or association between variables within a certain group.

Population and Sample

According to Sugiyono (2018), the population is a comprehensive domain consisting of individuals or objects that possess distinct quantities and characteristics, as determined by researchers, with the intention of conducting research and making inferences. The primary emphasis of this study is the customer demographic that engages in the purchasing of Chokolaka products within the Kolaka Regency. According to Arikunto (2019), states that the sample is a part or representative of the population to be studied. The sampling procedure used in this study is a purposive sampling technique drawn through a formula (Hair, 2014). Sampling using the Hair formula as follows: (Number of indicators) x (5 to 10 times)

$$n = 10 \times 10$$

$$n = 100$$

So the number of samples obtained using the hair formula is 100 respondents to consumers of Chokolaka products in Kolaka Regency.

Data Analysis Techniques

The study employed the Structural Equation Modelling (SEM) method to conduct data analysis and hypothesis testing. Specifically, the Partial Least Squares (PLS) methodology was utilised. Structural Equation Modelling (SEM) is a statistical technique commonly used to analyse and estimate causal relationships by using factor analysis and integrated path analysis (Abdillah & Hartono, 2015). This technique is done if a model uses more than one dependent variable because using regression equations will be inefficient. Therefore, a model that is in the form of a structure and has many dependent variables needs to be analyzed with SEM techniques (Abdillah & Hartono, 2015: 140). Some of the advantages of PLS according to Abdillah & Hartono (2015: 165) are 1) able to model many exogenous variables and endogenous variables. 2. Able to manage multicollinearity problems between exogenous variables. 3). Results remain robust even if there are innumer or missing data; 4). Can be used on small samples.

RESULTS AND DISCUSSION

The study performed using Smart PLS 3.0 demonstrates that the estimated coefficient for the taste variable in connection to the purchase decision is 0.278, demonstrating a positive correlation. The estimate's T-Statistic is 3.084, with a matching P Value of 0.002. The results suggest that the taste component has a considerable and statistically significant influence on customers' purchasing decisions. The aforementioned result is derived from the criteria utilised in this research, which deems a T-Statistic value greater than 1.64 and a P-Value less than 0.05 as suggestive of statistical significance. The findings suggest that there is support

for the First Hypothesis (H1), which proposes that flavour has a positive and statistically significant influence on the consumer choices of chocolate drink products in Kolaka Regency.

Respondents' responses regarding taste can be seen in result regarding the description of respondents who have an average respondent answer of 3.8 and are at a high level. The taste of chocolaka drink products tends to be well shown by indicators of taste, namely the appearance of the product that is attractive to look at, the pleasant smell of the product, the delicious taste when drunk, the ideal product temperature. The four indicators of taste have the same average answer, which means that the taste of the chocolaka drink is in accordance with consumer expectations so that this is what drives consumers to make purchasing decisions.

The results obtained from the use of Smart PLS 3.0 indicate that the estimated value of promotion in relation to purchase decisions in the original sample demonstrates a statistically significant positive effect, as evidenced by a coefficient of 0.461. The obtained result is substantiated by a T-Statistic value of 5.726, suggesting a substantial degree of statistical significance, as evidenced by the corresponding P-Value of 0.000. Based on the data acquired, it can be deduced that the promotional variable has a positive and statistically significant influence on purchasing decisions. The aforementioned result is derived from the criteria utilised in this research, which deems a T-statistic value exceeding 1.64 and a P-value below 0.05 as indicative of statistical significance. The findings of this study provide support for the second hypothesis (H2), which suggests that promotional activities have a favourable and statistically significant effect on influencing the purchasing decisions of Chocolaka drink goods in Kolaka Regency.

Respondents' responses regarding brand experience regarding the description of respondents who had an average answer of 3.9 and were at a high level. Promotion of chocolaka drink products in Kolaka district tends to be well shown by indicators of promotion, namely advertising, personal sales, sales promotion. Promotion is more dominantly influenced by personal sales indicators, because the owner of the chocolaka drink product is friendly to consumers and also the owner of chocolaka drink introduces himself to consumers so that consumers of chocolaka products are comfortable when buying chocolaka drink products directly. So that this also affects the purchase decision on chocolaka drink products in Kolaka Regency.

Table 1. Summary of Hypothesis Testing Results

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	Hypothesis	Result	Information
H ₁	Taste has a positive and significant influence on purchasing decisions on <u>chocolaka</u> drink products in <u>Kolaka</u> Regency	The <i>original sample estimate</i> value is 0.278 with a t-statistic of 3,084	Accepted
H ₂	Promotion has a positive and significant influence on purchasing decisions on <u>chocolaka</u> drink products in <u>Kolaka</u> Regency	The <i>original sample estimate</i> value was 0.461 with t-statistics of 5.726	Accepted

Source : Primary Data, 2023

Respondent Demographics

It is important to gain some insight into the characteristics of the respondents who took part in the study before proceeding to analyze the data provided by the sample. The demographic profile of respondents provides the background for the following analysis. The characteristics discussed here include age, gender, employment status, and income.

CONCLUSION

Based on the results of the initial hypothesis testing, it is apparent that the flavour attributes exert a positive and statistically significant influence on customers' purchase choices with respect to chocolaka beverage products in the Kolaka Regency. In the given context, the taste factor can be evaluated by considering signs related to the visual attractiveness of the product, the pleasantness of its aroma, the enjoyment derived from consuming it, and the ideal temperature at which it is consumed. The combination of these characteristics has a notable and statistically significant impact on consumer buying behaviour on chocolaka beverage goods in the Kolaka Regency area. This suggests that a heightened sense of aesthetic judgement will lead to a more informed choice in making a purchase.

The results of the second hypothesis testing indicate that promotional variables have a positive and statistically significant influence on consumer purchasing decisions for chocolaka drink products in Kolaka Regency. In the given context, the evaluative aspect of the promotional variable can be measured through advertising indicators, personal sales, and sales promotion. The impact of sales promotion on consumer purchasing decisions on chocolaka beverage products within the Kolaka Regency has been found to be significant and positive. This suggests that the effectiveness of a promotion in influencing purchasing decisions is positively correlated with its level of quality.

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