

The Effect of Product Uniqueness and Packaging on Consumer Purchasing Decisions of Ndaqies Women's MSME Products

Evelinda Budi Susana¹, Erna Pujihartanti²

¹²International Women's University

Corresponding Author e-mail: ndaqies@gmail.com

Article History:

Received: 24-07-2026

Revised: 25-08-2026

Accepted: 26-08-2026

Keywords: *Packaging; Purchasing Decision; Product Uniqueness*

Abstract: *The increasingly competitive culinary market requires women-owned micro, small, and medium enterprises (MSMEs) to develop distinctive products and attractive, informative packaging in order to influence consumer purchase decisions. This study aims to examine the effects of product uniqueness and packaging on consumer purchase decisions for Ndaqies products, a women-owned bakery MSME located in Andir District, Bandung City. A quantitative approach with an explanatory research design was employed. The population consisted of consumers who had purchased Ndaqies products. Using purposive sampling and the Lemeshow formula for an unknown population, 100 respondents were selected; however, 96 valid questionnaires were used in the final analysis. Data were collected through a questionnaire using a five-point Likert scale and analyzed using multiple linear regression with SPSS version 29. The results show that product uniqueness was perceived as very high, packaging as high, and consumer purchase decisions as very high. The partial test indicates that product uniqueness has a positive and significant effect on purchase decisions, with a t-value of 6.691 and a significance value of $p < 0.001$. Packaging also has a positive and significant effect on purchase decisions, with a t-value of 9.009 and a significance value of $p < 0.001$. Furthermore, the simultaneous test shows that product uniqueness and packaging jointly have a significant effect on consumer purchase decisions, with an F-value of 219.505 and a significance value of $p < 0.001$. The coefficient of determination indicates that both variables explain 82.5% of the variation in purchase decisions, while the remaining 17.5% is explained by other factors. These findings suggest that continuous product innovation and the development of attractive, informative, safe, and appropriately designed packaging can strengthen the competitiveness of women-owned MSMEs and encourage consumer purchase decisions. In the context of Islamic*

economics, product and packaging development should also uphold halal assurance, honesty in product information, consumer protection, and the avoidance of excessive packaging.

How to Cite: Evelinda Budi Susana, Erna Pujihartanti. (2026). The title. *Escalate : Economics and Business Journal*. 4(3). pp.491-501 <https://doi.org/10.61536/escalate.v4i03.584>



<https://doi.org/10.61536/escalate.v4i03.584>

This is an open-access article under the [CC-BY-SA License](#).



Introduction

The development of the business world in the digital era has encouraged the growth of the creative economy as a strategic sector capable of increasing national competitiveness. (Manalu et al., 2026) Changes in consumer behavior, advances in information technology, and increasing market competition require businesses to not only produce quality products, but also to be able to present innovations that provide added value for consumers. (Ain et al., 2024) West Java Province is one of the largest centers of creative economic development in Indonesia. Data from the Central Statistics Agency (2025) shows that the creative economy sector is able to absorb approximately 27.4 million workers nationally, with West Java's contribution reaching approximately 6.24 million workers, or nearly one-fifth of the national total. Bandung City, as part of West Java Province, is known as a creative city with rapid development in the culinary, fashion, and craft subsectors. Bandung's characteristics as a tourist city, a city of education, and a lifestyle center have resulted in a continuously increasing demand for culinary products. This condition opens up significant opportunities for MSMEs to develop creativity-based businesses, especially through product innovation that can meet increasingly dynamic consumer preferences (BPS West Java, 2025; Parekh, 2024).

One of the areas with quite high economic activity in Bandung City is Andir District. This area is supported by the presence of Andir Market and Ciroyom Market as trade centers that encourage the development of various MSMEs, particularly in the trade and culinary sectors. Data from the Bandung City Cooperatives and MSMEs Office (2025) shows that there are approximately 1,630 MSMEs in Andir District, with the trade and culinary sectors being the most dominant business sectors. However, the development of the culinary subsector has not been able to fully exploit the available market potential. Most culinary products still have relatively similar characteristics, both in terms of product shape and packaging design, resulting in increasingly fierce competition between products and making it difficult for consumers to differentiate between products offered.

This phenomenon demonstrates that MSMEs cannot simply rely on product quality; they also need to create unique products and packaging that add value to consumers. This uniqueness can be achieved through innovations in taste, shape, variety, and presentation, providing a distinct experience compared to competing products. (Maharani, 2024). Meanwhile, packaging is no longer seen simply as a protective barrier for a product, but has evolved into a marketing communications medium capable of shaping perceptions of quality, brand identity, and enhancing a product's visual appeal. Research (Sosianika et al., 2022) explains that packaging has an important role in influencing consumer perceptions and



purchasing decisions, while (Ernawati & Ali, 2024) emphasized that product differentiation is one of the main strategies in winning market competition.

This phenomenon is also evident in the women's MSME Ndaqies, a bakery business in Andir District that faces competition from various similar culinary products. As a bakery business, Ndaqies is required to present products that not only have good taste, but also have a strong visual identity through unique products and attractive packaging. This is important because consumers, especially the younger generation and culinary tourists in Bandung City, tend to consider visual appearance, product creativity, and packaging as one of the basis for determining purchasing decisions. Thus, the ability of MSMEs to create product differentiation is a factor that has the potential to increase business competitiveness and expand market share.

The urgency of this research is heightened because strengthening the competitiveness of MSMEs is a crucial agenda for national economic development. The increase in the number of MSMEs has not been fully accompanied by improvements in product innovation and marketing capabilities. Yet, the success of MSMEs in creating unique products with attractive packaging not only impacts consumer purchasing decisions but also contributes to business sustainability, job creation, and regional economic growth. Therefore, research is needed that can provide empirical evidence regarding the factors influencing consumer purchasing decisions, thus providing a basis for developing strategies for culinary MSMEs, particularly in the bakery subsector managed by women entrepreneurs.

Although numerous studies have been conducted on purchasing decisions, most previous studies have focused on the influence of price, product quality, promotion, or brand image on purchasing decisions. Research on the influence of product uniqueness and packaging on purchasing decisions, particularly among women-owned MSMEs in the bakery subsector in Andir District, Bandung City, is still very limited. Furthermore, most studies have been conducted on large companies or MSMEs in general without considering the characteristics of local businesses based on the creative economy. This research gap indicates the need for a more specific study on how product uniqueness and packaging influence consumer purchasing decisions in the Ndaqies MSME. Therefore, this research is expected to provide theoretical contributions to the development of marketing science and practical contributions for MSMEs in formulating more effective product differentiation strategies.

Research Methods

This study uses a quantitative research type with an explanatory research method that aims to analyze and test the influence of product uniqueness and packaging on consumer purchasing decisions in the Ndaqies women's MSME. The study was conducted at the Ndaqies MSME, located at Jalan Ciroyom IV No. 232/26 RT 04/RW 08, Ciroyom Village, Andir District, Bandung City. The research population is all consumers who have purchased Ndaqies products. Because the population size is not known with certainty, the sample determination uses the Lemeshow formula, so that a sample size of 100 respondents is obtained. The sampling technique uses purposive sampling, with the criteria for respondents

being consumers who have purchased Ndaqies products and are willing to fill out the research questionnaire.

The data collection technique was carried out through a questionnaire using a five-point Likert scale as the primary data source and literature study as a secondary data source obtained from books, scientific journals, documents, and related literature. The collected data were analyzed using SPSS version 29 through instrument validity and reliability tests, followed by classical assumption tests including normality, multicollinearity, and heteroscedasticity tests. Furthermore, multiple linear regression analysis, correlation coefficient test, determination coefficient test (R^2), and hypothesis testing using the t test to determine the partial effect and the F test to determine the simultaneous effect of product uniqueness and packaging variables on consumer purchasing decisions in Ndaqies women's MSMEs.

Results and Discussion

Classical Assumption Testing

1. Normality Test

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.79737933
Most Extreme Differences	Absolute	.103
	Positive	.064
	Negative	-.103
Kolmogorov-Smirnov Z		1.011
Asymp. Sig. (2-tailed)		.259
a. Test distribution is Normal.		
b. Calculated from data.		

Based on the results of the data normality test using the Kolmogorov–Smirnov test as presented in Table 1, it is known that the number of data tested (N) is 100. The test results show a Monte Carlo Sig. (2-tailed) value of 0.259, which is greater than the specified significance level of 0.05. Therefore, it can be said that the data in this study is normally distributed because the Monte Carlo Sig. (2-tailed) value is $0.259 > 0.05$. The research data can now proceed to the next stage of analysis because it meets the assumption of normality. The following graphical analysis results help explain the normal distribution.

2. TestMulticollinearity

Table 2. Multicollinearity Test Results

Coefficients	
Collinearity	
Model	Statistics

	Tolerance	VIF
Total X1	0.484	2,066
Total X2	0.484	2,066

a. Dependent Variable: TotalY

Based on the results of the multicollinearity test presented in Table 2, the Product Uniqueness variable (X1) has a Tolerance value of 0.484 and a VIF of 2.066. The same value is also obtained for the Packaging variable (X2), namely a Tolerance of 0.484 and a VIF of 2.066. These results indicate that the Tolerance value for both variables is above 0.10, while the VIF value is below 10. Based on these criteria, it can be concluded that the regression model does not experience symptoms of multicollinearity. Thus, the Product Uniqueness and Packaging variables do not have a very strong relationship, so both can be used simultaneously in multiple regression analysis.

3. Heteroscedasticity Test

Table 3. Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.953	.825		2.367	.020
TOT.X1	-.076	.051	-.218	-1.484	.141
TOT.X2	.040	.045	.131	.891	.375

a. Dependent Variable: ABS_RES

The results show that the significance value of the Product Uniqueness (X1) variable is 0.141 and that of Packaging (X2) is 0.375. Since both values are greater than 0.05, it can be said that the regression model does not show any symptoms of heteroscedasticity. This means that the residual distribution in the model is relatively consistent, so the model has met one of the classical assumptions and is suitable for use in analysis.

4. Autocorrelation Test

Table 4. Durbin-Watson (DW) Values

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.908 ^a	.825	.821	1.81660	2.149

a. Predictors: (Constant), TOT.X2, TOT.X1
b. Dependent Variable: TOT.Y

Based on the Model Summary Table, the Durbin-Watson (DW) value is 2.149. With a sample size (n) of 96 and independent variables (k) of 2, the values of $dL = 1.625$, $dU = 1.710$, $4 - dU = 2.290$, and $4 - dL = 2.375$ are obtained. The DW value of 2.149 is between dU (1.710) and $4 - dU$ (2.290) or $1.710 < 2.149 < 2.290$ ($dU < DW < 4 - dU$). Based on the Durbin-Watson test criteria, this condition indicates that the regression model does not experience autocorrelation, either positive or negative autocorrelation. Thus, the autocorrelation assumption has been met so that the regression model is suitable for further

analysis.

Multiple Linear Regression Analysis

Table 5. Results of Multiple Linear Regression Analysis Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.186	1.294		-1.689	.095
	KEUNIKAN PRODUK	.541	.081	.417	6.691	.000
	KEMASAN	.632	.070	.561	9.009	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Based on the data processing results in Table 5, constant values and regression coefficients were obtained for each research variable. These values indicate the magnitude of changes in the Purchasing Decision variables influenced by Product Uniqueness and Packaging. These values were then arranged into a multiple linear regression equation as follows.

$$Y = -2.186 + 0.541X_1 + 0.632X_2$$

Where:

Y = Taxpayer compliance

a = Regression constant or Y-axis intercept

b_1 = Regression coefficient of tax amnesty policy

b_2 = Regression coefficient of perception of tax fairness

x_1 = Tax amnesty policy

x_2 = Perception of tax fairness

e = error

Based on the regression equation, it can be explained as follows:

Constant (a) = -2.186

The constant value of -2.186 indicates that if the Product Uniqueness (X_1) and Packaging (X_2) variables are considered to be zero or unchanged, then the Purchase Decision (Y) value is estimated to be -2.186. This constant value is the starting point of the regression model and is not interpreted practically because in this study the independent variables were measured using a Likert scale which cannot have a value of zero.

Product Uniqueness Regression Coefficient (X_1) = 0.541

The regression coefficient value of the Product Uniqueness variable (X_1) of 0.541 indicates that every 1 unit increase in Product Uniqueness, assuming the Packaging variable (X_2) remains constant, will increase the Purchase Decision (Y) by 0.541 units. A positive coefficient indicates that the higher the level of product uniqueness perceived by consumers, the higher the consumer's tendency to make a purchase decision.

Packaging Regression Coefficient (X_2) = 0.632

The regression coefficient value of the Packaging variable (X_2) of 0.632 indicates that every 1 unit increase in Packaging, assuming the Product Uniqueness variable (X_1) remains constant, will increase the Purchase Decision (Y) by 0.632 units. This positive coefficient indicates that the better the quality of the packaging perceived by consumers, the higher the purchase decision for the product.

Overall Model Interpretation

Based on the regression coefficient values, both independent variables have a positive influence on Purchasing Decisions. This indicates that an increase in Product Uniqueness or Packaging will be followed by an increase in consumer Purchasing Decisions. In addition, because the regression coefficient for Packaging (0.632) is greater than the coefficient for Product Uniqueness (0.541), then in this regression model, the Packaging variable has a greater influence on Purchasing Decisions than the Product Uniqueness variable, assuming other variables remain constant.

After obtaining a multiple linear regression equation and knowing the direction and magnitude of each independent variable's influence on the dependent variable, the next step is to conduct a coefficient of determination (R^2) test. This test aims to determine the extent to which the Product Uniqueness and Packaging variables explain variations in Purchasing Decisions.

Coefficient of Determination (R^2)

Table 6. Results of the Coefficient of Determination (R^2) Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.908 ^a	.825	.821	1.81660

a. Predictors: (Constant), TOT.X2, TOT.X1

b. Dependent Variable: TOT.Y

Based on the calculation results above, the coefficient of determination (R^2) value was obtained at 0.825 or 82.5%. This value indicates that the variables of Product Uniqueness (X_1) and Packaging (X_2) together are able to explain the variation in Purchase Decisions (Y) by 82.5%, while the remaining 17.5% is explained by other variables not examined in this study. Thus, the regression model used has a high ability to explain the influence of Product Uniqueness and Packaging on Purchase Decisions. After knowing the magnitude of the contribution of the variables of Product Uniqueness (X_1) and Packaging (X_2) to Purchase Decisions (Y) through the coefficient of determination test, the next analysis was carried out using the correlation coefficient test. This test aims to determine the level of strength or closeness of the relationship between the variables of Product Uniqueness and Packaging with the Purchase Decision variable. Thus, it can be known to what extent the relationship formed between the independent variables and the dependent variable in this study.

Hypothesis Testing

1. Partial Test (t-Test)

Table 5. Partial Test Results (t-Test)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	-2.186	1.294		.095
	KEUNIKAN PRODUK	.541	.081	.417	.000
	KEMASAN	.632	.070	.561	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Based on the t-test results in the Coefficients table, the calculated t-value was 6.691. With 96 respondents and 2 independent variables, the degrees of freedom (df) were:

$$df = n - k - 1 = 96 - 2 - 1 = 93$$

At a significance level of 5% ($\alpha = 0.05$), the t-table value is 1.986. Since $6.691 > 1.986$, H_0 is rejected and H_1 is accepted. Thus, it can be concluded that Product Uniqueness has a positive and significant effect on Purchasing Decisions for consumers of Ndaqies Women's MSME products. In addition to using a comparison of the calculated t-value and t-table, hypothesis testing is also carried out based on the significance value (Sig.) with the following provisions:

If Sig. < 0.05 , then H_0 is rejected and H_1 is accepted.

If Sig. ≥ 0.05 , then H_0 is accepted and H_1 is rejected.

Based on SPSS output, the Product Uniqueness variable has a significance value of 0.000. This value is smaller than the significance level of 0.05, so H_0 is rejected and H_1 is accepted. These results indicate that Product Uniqueness has a significant influence on Purchasing Decisions. The results of statistical tests show that Product Uniqueness has a positive and significant influence on Purchasing Decisions. This is evidenced by the calculated t value of 6.691 which is greater than the t table of 1.986, as well as the significance value of 0.000 which is smaller than 0.05. These findings indicate that the higher the uniqueness of the Ndaqies Women's MSME products, both in terms of characteristics, taste, and product differentiation compared to competitors, the greater the tendency of consumers to make purchasing decisions.

Based on the results of the t-test in the Coefficients table, the calculated t-value is 9.009. With a degree of freedom (df) of 93 and a significance level of 5%, the t-table value is 1.986. Because $9.009 > 1.986$, H_0 is rejected and H_2 is accepted. Thus, it can be concluded that packaging has a positive and significant effect on purchasing decisions for consumers of Ndaqies Women's MSME products.

The results of the statistical test show that packaging has a positive and significant influence on purchasing decisions. This is evidenced by the calculated t value of 9.009 which is greater than the t table of 1.986, as well as a significance value of 0.000 which is smaller than 0.05. These findings indicate that attractive, informative, and appropriate packaging according to product characteristics can increase consumer interest in deciding to make a purchase on the Ndaqies Women's MSME product. In other words, packaging not only functions as a product protector, but also becomes one of the important factors that influence consumer purchasing decisions.

2. Simultaneous Test (F Test)



Table 6. Test Results Simultaneous (F Test)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1448.752	2	724.376	219.505	.000 ^b
	Residual	306.904	93	3.300		
	Total	1755.656	95			

a. Dependent Variable: TOT.Y

b. Predictors: (Constant), TOT.X2, TOT.X1

The F-test results in Table 6 show a significance value of 0.000. This value is smaller than the 0.05 significance level ($0.000 < 0.05$). Therefore, H_0 is rejected and H_a is accepted. This indicates that product uniqueness and packaging together have a significant influence on consumer purchasing decisions for the Ndaqies Women's MSME product.

Based on the statistical test results, it can be seen that product uniqueness and packaging simultaneously have a significant influence on consumer purchasing decisions for the Ndaqies Women's MSME product. This is evidenced by the calculated F value of 219.505, which is much greater than the F table of 3.09, and a significance value of 0.000, which is smaller than the significance level of 0.05.

These results indicate that the regression model used is adequate to explain the relationship between the research variables. In other words, the more unique the product offered and the more attractive the packaging, the greater the consumer's tendency to make a purchase decision. Therefore, the hypothesis that product uniqueness and packaging simultaneously have a significant influence on purchase decisions is accepted.

Discussion

The Influence of Product Uniqueness on Consumer Purchasing Decisions on Women's MSME Products Ndaqies

Based on the results of the hypothesis test using the t-test (partial), the Product Uniqueness variable (X_1) shows a t-value greater than the t-table and a significance value smaller than the 5% error level ($\alpha = 0.05$). Thus, H_0 is rejected and H_a is accepted. These results indicate that product uniqueness has a positive and significant effect on consumer purchasing decisions for the Ndaqies Women's MSME product. This finding indicates that the higher the level of uniqueness of the Ndaqies product, the greater the consumer's tendency to make a purchase. This uniqueness can be in the form of a distinctive taste made from peuyeum, a product appearance that is different from similar products, easily recognizable product characteristics, or unique values that become the brand identity. (Pramesti et al., 2023) This uniqueness is a unique selling point that differentiates Ndaqies products from competitors, thus increasing consumer interest in choosing them.

The results of this study align with product development theory, which states that uniqueness is a differentiation strategy capable of creating added value in the eyes of consumers. Products with distinct characteristics are more easily recognized, remembered, and selected compared to products offering similar benefits. Therefore, companies need to

continuously innovate to maintain a competitive advantage in the market. Empirically, this condition is evident in the products of the Ndaqies Women's MSME, which offers processed products made from peuyeum with a more modern concept. The combination of traditional flavors and attractive presentation is one of the factors that encourage consumers to choose Ndaqies products. Thus, it can be concluded that product uniqueness is a crucial factor influencing consumer purchasing decisions.

The Influence of Packaging on Consumer Purchasing Decisions for Women's MSME Products Ndaqies

Based on the results of the hypothesis test through the t-test (partial), the Packaging variable (X2) shows a calculated t value that is greater than the t-table and a significance value that is smaller than the 5% error level ($\alpha = 0.05$). Thus, H_0 is rejected and H_a is accepted. This shows that packaging has a positive and significant effect on consumer purchasing decisions for the Ndaqies Women's MSME products.

The results of this study indicate that packaging not only serves as a protective layer for the product but also serves as a means of communication between the product and the consumer. Attractive packaging design, clear product information, appropriate color selection, and practical packaging design can increase consumer interest in a product before making a purchase.(Hasanah et al., 2023). This finding aligns with marketing theory, which explains that packaging is a crucial element in the product mix because it shapes consumer perceptions of product quality. Attractive packaging can enhance product value, strengthen brand image, and differentiate products from competitors. Empirically, Ndaqies' product packaging is considered capable of conveying a modern impression without diminishing the product's distinctive local identity. The use of attractive designs and comprehensive product information enhances consumer confidence in the quality of the products offered. Therefore, packaging is a contributing factor in increasing consumer purchasing decisions for Ndaqies Women's MSME products.

Conclusion and Recommendation

Based on the research results, it can be concluded that the Product Uniqueness of the Ndaqies Women's MSME is in the very high category, the Packaging is in the high category, and the Consumer Purchasing Decision is in the very high category. The results of the partial test (t-test) show that the uniqueness of the product and packaging each have a positive and significant effect on consumer purchasing decisions. In addition, the results of the simultaneous test (F-test) prove that the uniqueness of the product and packaging together have a significant effect on consumer purchasing decisions. These findings indicate that the more unique the product offered and the more attractive and informative the packaging used, the higher the tendency of consumers to decide to buy the Ndaqies Women's MSME product.

Based on the research results, the Ndaqies Women's MSME is advised to continue to improve innovation in product uniqueness through the development of flavors, variations, and presentations to have higher competitiveness. In addition, packaging design needs to be continuously refined to be more attractive, modern, informative, and able to strengthen brand

identity so as to increase consumer trust and purchasing interest. The development of product and packaging uniqueness should be carried out in an integrated manner as a differentiation strategy to increase purchasing and repeat purchasing decisions. For future researchers, it is recommended to add other variables that have the potential to influence purchasing decisions, such as price, product quality, promotion, brand image, service quality, or consumer satisfaction, as well as expand the research object and number of respondents so that the research results have a better level of generalization.

References

- Ain, N., Safitri, D. N., & Hendra, J. (2024). Pemasaran Digital dan E-Commerce di Era Globalisasi: Tren, Inovasi, dan Dampaknya pada Bisnis Global. *JETBUS Journal of Education Transportation and Business*.
- Ernawati, F. A., & Ali, H. (2024). *Pengaruh Strategi Pemilihan Pasar, Diferensiasi Produk, dan Aliansi Strategis terhadap Keunggulan Bersaing*. 2(1), 10–17.
- Hasanah, I., Dassucik, & Agusti. (2023). E-ISSN: 2828-8033 <https://jurnal.stisalhilalsigli.ac.id/index.php/jhei>. *HEI EMA: Jurnal Riset Hukum, Ekonomi Islam, Ekonomi, Manajemen Dan Akuntansi*, 49–65.
- Maharani, A. (2024). Strategi Diferensiasi Produk dalam Meningkatkan Keunggulan Bersaing Perusahaan. *JMEB Jurnal Manajemen Ekonomi & Bisnis*, 2(2), 59–66.
- Manalu, S. R., Gultom, R. D., Marpaung, M. N., & Simbolon, P. A. (2026). Peran Pengembangan Ekonomi Kreatif dalam Meningkatkan Daya Saing UMKM di Indonesia. *Journal of Business Economics and Management*, 02(04), 2911–2916.
- Pramesti, R. D., Anggarini, A., Salma, L., & Postha, A. K. R. (2023). *Pengaruh Penggunaan Warna Pada Desain Kemasan Makanan Khas Daerah Terhadap Persepsi Konsumen*. 2(1), 174–180.
- Sosianika, A., Gunawan, A. I., Najib, M. F., Amalia, F. A., Senalasari, W., & Kania, R. (2022). Peran Penting Kemasan dalam Meningkatkan Persepsi Kualitas Produk Makanan. *Bhakti Persada Jurnal Aplikasi IPTEKS*, 8(2), 85–92.