

## THE IMPACTS OF THE EVALUATION OF TASTE AND PACKAGING ON CUSTOMERS' BUYING DECISIONS ON SPIKUKOE CAKES

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### ABSTRACT

*One of the cakes favored by Surabaya people is my spiku cake. This study examines the cake with the Spikukoe brand. This study aims to determine the impacts of taste and packaging evaluation on buyers' decisions to buy Spikukoe products. The three variables studied were taste (Honkanen and Frewer (2009), Mustafid and Gunawan (2008)), packaging (Kotler in Nyoto (2016), Rebollar (2012)) and purchase decisions (Supriyanto and Kristiyanto in Riyono (2016) Schiffman and Kanok in Amila and NST (2017), Assael in Anwar and Saifuk (2015)). Five respondents became the key informants of this study: three consumers who had purchased Spikukoe cakes, facilitators and bakery expert pastry. This research method is qualitative descriptive with semi structured interview as data collection technique. This study found that the better the taste and packaging quality the more likely buyers are interested in buying Spikukoe.*

**Keywords:** *Spikukoe, Pain, Packaging, Purchasing Decision, Consumer, Surabaya*

### INTRODUCTION

This research examines the spiku cake that becomes one of the most favorite cakes in Surabaya city. As Koloway (2017) said in Surya newspaper, culinary business in East Java area grew by 20% and will stay in that position in the future. Spikukoe Enterprises was founded on September 27, 2014 and this business is run online. There are 3 taste variants made by Spikukoe: original, raisin and special choco (by request). Based on data from 2014 - 2018, the consumers prefer the original flavor variants rather than raisins and special choco. Here is a summary of the data:

**Table 1. Spikukoe Sales Data Period 2014 -2018**

2014				
Month	Sales	Original	Raisins	Choco Special
October	7	7	-	-
November	2	1	1	-
December	6	6	-	-
<b>Total</b>	<b>15</b>	<b>14</b>	<b>1</b>	-
2015				
Month	Sales	Original	Raisins	Choco Special
January	-	-	-	-
February	18	18	-	-
March	3	3	-	-
April	-	-	-	-
May	-	-	-	-
June	-	-	-	-
July	12	11	1	-
August	6	5	1	-
September	6	5	-	1
October	1	1	-	-
November	-	-	-	-
December	-	-	-	-
<b>Total</b>	<b>46</b>	<b>43</b>	<b>2</b>	<b>1</b>
2018				
Month	Sales	Original	Raisins	Choco Special
January	-	-	-	-
February	1	-	-	-
<b>Total</b>	<b>1</b>	-	-	-

buy a cake product. Here are the results of the study.

**Table 2. The Responses of the Respondents on Spikukoe Products**

Forms	Packaging	Taste	Others
2	9	13	15 (appearance, appearance, product fame, service, location, aroma, size, exterior bread, bread contents, cleanliness)

There are two things attracting consumers to buy cake products: taste and packaging. Based on this background, the author intends to examine how flavor and packaging evaluations affect customers' buying decisions of Spikukoe products.

## LITERATURE REVIEW

### Flavors

According to Blumenthal and Heston (2011), consumers use all the senses while enjoying a meal. The mouth feels the taste; while, the nose enjoys the aroma of the dish. There are at least 5 flavors:

1. Salty

Salty taste is one of the important components in taste. Salty flavor contributes greatly to the cuisine.

2. Sweet

Sweetness is the component needed to get an energy in the human body.

3. Acid

Although the sour taste is a flavor often underestimated in the taste of the dish, this flavor has the advantage to balance the taste. Sweet taste in cooking that uses coconut milk will be a draw when we give the sour taste of the lemon.

4. Bitter

Bitter taste is the most dangerous taste in a dish. But bitter taste is also sometimes needed in a dish like a chocolate dessert. If we give the dessert a bitter taste of chocolate, dessert taste delicious.

#### 5. Umami

Up to the 21st century, umami is a taste that has completeness flavors. Umami has salty, sweet, bitter and sour tastes.

#### Packaging

Packaging elements need to be considered by a businessperson of a product. There are 6 groups of elements of packaging (Smith and Taylor, 2004), namely:

##### 1. Forms (form) (Official Mudra and Wisniarsi, 2015)

Consumers like Packaging is easy to carry and simple.

##### 2. Size (Smith and Taylor, 2004)

Each packing size affects consumer psychology.

##### 3. Color (color)

##### 4. Graphics (graphic)

##### 5. Material

This type of packaging material evokes the subconscious emotions of the consumer (Danger in Official and Wismiarsi, 2015)

##### 6. Flavor (flavor)

According to Klimchuk, M.R and Krasovec. S.A, (2007) packaging design has several elements i.e. (Klimchuk, M.R and Krasovec. S.A, 2007):

##### 1. Brand mark

##### 2. Brand name

Brand names and product names are two things that are similar. The name of products represents the visualization of the consumer mind: choice of font type, scale, position placement, layout, color and design.

##### 3. Product name

Product and brand names have something in common.

The name of a product is the most important typography in the design packaging.

##### 4. Description of the composition (ingredient)

The statement and explanation of the composition must have the same letter and easy to read. The font type should be easy to read. All letters are printed use black or with one type of color with background

white or other neutral contrast colors. The letter can be capitalized or lowercase. On a very small package, the letters are worth the least 1-point and not touching each other.

##### 5. Net weight

The net weight/content of the product explains the number of products inside packaging. The general rule is that this text should not be less than 3 mm from the bottom (and the side, if the writing is left right or left flat on the PDP), and the height of uppercase is not less than 3 mm. The font type must be clear and easy to read. High letter cannot exceed 3 times the width, and the letter should be quite a contrast to the background to make it easier for consumers to read.

##### 6. Information on nutritional value

All types of letters should be easy to read, including Helvetica.

The text "nutritional value" should be large to label nutrition. The nutritional fact letters should be larger than 8-points but the font size it is not larger than 13-points. There is no specific thickness specification for the three lines separating the middle part of the nutrition label. Typography can be in-kerning of -4 percent, but more stringent kerning can reduce ease of reading.

##### 7. Expiry date, hazard warning, directives for use, dosage, instructions

##### 8. Variety

##### 9. Barcode

**RESEARCH METHODS**

Methods for obtaining data were done with semi-structured interview techniques. Interviews are conducted openly and freely. There are 5 resource persons consisting of 3 consumers from Spikukoe, 1 expert pastry bakery, and 1 facilitator.

**Tabel 3. Respondent**

Nama	Jabatan	Pekerjaan
Prasetyon Sepsi	Expert Pastry and Bakery	Lecturer
Moses Soediro	Facilitator	Lecturer
Ibu Sukcen	Housewife	Housewife
Ibu Yenny	Housewife	Housewife
Ibu Iik	Housewife	Housewife

**RESULT AND DISCUSSION**

The study found that taste and packaging influence purchasing decisions.

**Table 4 The Implications of Taste Management**

Taste	
Before Research	After Research
Consumers like the Original taste of Spikukoe products	Original taste needs to be maintained
The taste of <i>Spiku</i> cake that is produced by Spikukoe has a good taste, fresh and can compete in the culinary world	Spikukoe needs to preserve the quality and taste of the <i>Spiku</i> cake.
Spikukoe spicy cake has a fragrant aroma. According to expert pastry and bakery the aroma of this spicy cake is a little fishy, but that is the hallmark of the cake. This is because the cake uses a lot of eggs,	1. Ensure the quality of cake ingredients such as flour, eggs, etc. to monitor quality
When buying <i>Spiku</i> cakes, consumers consider price, taste, and packaging	2. Standardize the recipes
The characteristic of this <i>Spiku</i> cake is clearly visible pieces without visible holes, the height is flat, does not look wet, and the pieces are the same	1. Do some experiments to find the size of suitable material so that the aroma of the cake becomes more fragrant
The innovation from <i>Spiku</i> is to increase the size of the cakes	2. Do some experiments by adding some butter

**Table 5 The Implications of Packaging Management**

Packaging	
Before Research	After Research
Packaging affects the sales of <i>Spiku</i> cakes	Good things will be preserved.

The desired packaging materials are cardboard, food grade and harsh materials that make the <i>Spiku</i> cakes safer	After this research, some activities that will be done are as follows 1. Taking into account the materials used, coating, underliner of the spii cake when ordering spiku cake box. It aims to maintain the quality of the spii cake. 2. Ensure that the spiku cake packaging has a sturdy material. In this way, the cake remains intact even if it is sent out of town.
The size of the packaging is too large	Increase the size of its packaging and cake: compact size and smaller like 10 x 24 or 12 x 26. 1. Create new cookie recipe standarisasri with compact size and with the size of the cake and packaging fit 2. Ordering packs with compact size
Color of brown and black packaging	1. Re-do a re-comparison of the right spiku cake packaging 2. Determine the color of the packaging cake spiku to become elegant and luxurious: brown and yellow. The cake lining of the spii cake is yellow and brown
The absence of clear graphic content in Spikukoe packaging	Provide clear graphic content on packaging, such as expiration date, etc.

**Tabel 6 The Implications of Customers' Buying Decisions**

Before Research	After Research
The taste of <i>Spiku</i> cake is produced by Spikukoe has a delicious taste, fresh and can compete in the culinary world	Spikukoe will maintain the quality and taste of the resulting <i>Spiku</i> cake. 1. Ensure the materials used to monitor the quality such as the flour used must be new, eggs do not rot, etc. 2. Standardize the recipes
Spicy cake aroma Spikukoe has a fragrant aroma while 1 resource person namely expert pastry and bakery said if the aroma of the <i>Spiku</i> cake is a little fishy. The smell is fishy because of the amount of eggs used,	1. Do some experiments in order to find the right so that the aroma of the cake can be more fragrant 2. Do some experiments by adding butter
When buying <i>Spiku</i> cakes at least there are some consumer considerations when buying it is the price, taste, packaging and consumer preferences of the <i>Spiku</i> cake.	Some of the mentioned things that would be a benchmark Spikukoe in selling <i>Spiku</i> cake, such as: 1. Monitor the price in the market (in accordance with the intended competitors) so that the price can be monitored properly 2. Standardize the recipe so that in every process of making the <i>Spiku</i> cake get the same cake results. 3. Ordering the packets that match the <i>Spiku</i> cake and food grade.

<p>The desired packaging materials are cardboard, food grade and harsh materials that make the <i>Spiku</i> cakes safer</p>	<p>Following this study, further actions need to be done by maintaining the current best practices while encouraging some other innovations.</p> <ol style="list-style-type: none"><li>1. In ordering the <i>Spiku</i> cake boxes, special attentions need to be concerned such as materials used, upholstery to underliner of <i>Spiku</i> cake. In so doing, the packaging does not reduce the quality of the <i>Spiku</i> cake.</li><li>2. Ensure that the ordering of the spieback cake has a solid material. When the <i>Spiku</i> cake is sent out of town, the quality of the cake is still maintained.</li></ol>
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## CONCLUSION

This research gets some conclusions according to interview result. These conclusions are intended to answer the research problems:

1. Delicious flavors such as sweet, savory, and typical of Spikukoe cakes need to be maintained. This type of taste is getting a positive response from consumers. The necessity of standardizing recipes and paying attention in the manufacturing process starts from making the dough until putting it into the oven. This is to make sure that my *Spiku* cake has the same good taste in which the good quality of taste, texture and aroma is maintained. The flavor of the *Spiku* cake should be kept to good quality, because taste is a key foundation of consumer purchase buying Spikukoe products.

2. The packaging of Spikukoe cake is good enough so it can be maintained. Graphic content such as expired date needs to be added. For the color can be given which is more identical than the packaging considering that in the dos is the *Spiku* cake. Packaging should be made elegant and luxurious. This is done by using good color mixing. The material is customized with packaging including lining on the cake and under liner.

3. There are 3 things that influence customers' purchasing decisions to buy Spikukoe: taste, price and packaging. These three things become the main basis for Spikukoe to make consumers interested in buying their products.

## Suggestions

The suggestion of this research is as follows:

1. Spikukoe products can be sold offline. This strategy allows consumers to directly see the *Spiku* cake products from Spikukoe.
2. For the next researcher, it is expected to examine the selling price of *Spiku* cakes product. These variables form the basis of the purchase decisions of a cake product.

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