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Standing Pouch Packaging Development for Usus Hawa Chips: Enhancing Product Value

Muhammad Ujang Adi Setiawan^{1*}

¹ Universitas Islam Indonesia, Yogyakarta, Indonesia

* Corresponding author: 24935003@student.uii.ac.id

Abstract

This study aims to examine the impact of the development of standing pouch packaging on increasing the economic and aesthetic value of products at the MSMEs Kripik Usus Hawa Snack. This MSMEs is a producer of snacks made from chicken intestines that has been operating since 2020. The research method uses a qualitative approach through in-depth interviews with owners and consumers, as well as a quantitative approach through distributing questionnaires to 41 respondents from middle to upper class consumers. The results of the study showed that the old packaging used by MSMEs seemed less attractive and functional. Through an analysis of five important aspects of packaging, shape, material, color, font, and brand, it was found that the majority of respondents chose the standing pouch form (48.8%), aluminum foil material (68.3%), bright colors (75.6%), and wanted complete information on the packaging (65.9%) and a clear brand (80.5%). The implementation of the new packaging for three months showed a positive economic impact, namely an increase in selling price of 15–20%, an increase in net profit of around 10%, and increased purchasing interest, repeat orders, and demand from resellers. These findings strengthen the theory that packaging is not just a product protector, but a strategic instrument in marketing that influences quality perception and purchasing decisions. This study recommends standing pouches as an innovative packaging solution for MSMEs who want to strengthen branding, increase competitiveness, and target the premium market segment.

Keywords

Branding, Consumer Perception, Product Aesthetics, Product Packaging, Standing Pouch, SMEs.

1. Introduction

In the current era, the growth of the packaging sector supports the competitiveness of products in domestic and international markets in a more strategic way (Sariowan, 2023). Packaging serves as a visual communication tool that can influence how consumers perceive the value and quality of a product in addition to protecting it physically (Martianto et al., 2023; Zed, 2024). Choosing the right design and type of packaging is very important for Micro, Small, and Medium Enterprises (MSMEs) to increase the added value of products and expand their marketing reach.

The increasing purchasing power of the community, especially among the upper middle class, has led to changes in consumption habits that place more emphasis on aesthetics, brand identification, and consumer emotional experiences rather than just product functionality. Consumers in this market are usually more selective in choosing products, and packaging is a major determinant of brand value and quality (Rivai & Wahyudi, 2017; Nuryakin et al., 2025). Due to its contemporary, useful and adaptable form in terms of visually appealing design, standing pouch packaging is a strategic answer in this situation. Standing pouches, flexible containers that can stand upright, are one type of contemporary packaging that is increasingly popular. When compared to more traditional options such as bottles or regular plastic, this packaging is considered more affordable, practical and has high aesthetic value. The standing pouch design offers additional space for product information and aesthetic components such as color, branding and promotional graphics in addition to its effective distribution and storage capabilities (Prastiwi & Rivai, 2022; Pagala, 2024).

One of the packaging options that can be tailored to these needs is standing pouch. The visual appeal of the product on the shelf is increased thanks to this packaging, which not only makes transportation and storage more efficient, but also allows for the exploration of more expressive and communicative graphic designs. Standing pouch is a versatile choice for manufacturers across a range of industry sectors, including food, beverage, cosmetics and household goods, due to its capacity to accommodate a wide range of product shapes and sizes (Aprianti & Tjiptodjojo, 2023; Via, 2023).

Economically, it has been proven that creating appropriate packaging can significantly increase the value of a product. According to a study by (Anastasia & Nurendah, 2014; Putra, 2021) Packaging that is made with the market in mind can increase marketing effectiveness and help in product differentiation. Standing Pouch helps save logistics costs and increase production efficiency due to its benefits in terms of space efficiency, light weight, and simplicity of distribution. The profit margin and competitiveness of producers, especially MSMEs with limited resources, are directly affected by this. A study Sekarlaranti and Junaedi (2016) supports this conclusion by showing that box design can build a strong brand perception even before customers engage with the product. As a result, the use of standing pouches that are most suitable for visual branding has a lot of potential to improve product perception among high-end customers (Putry & Afandy, 2022; Kautsar et al., 2023).

As middle- and upper-class consumers become increasingly concerned about environmental issues, standing pouches can now meet sustainability needs thanks to advances in packaging material technology. (Kusnandar et al., 2021; Mirella et al., 2022). Standing pouch enhance the aesthetic appeal and ethical reputation of products in the eyes of customers by utilizing environmentally friendly materials such as recycled packaging or biodegradable films. However, a comprehensive strategy that combines elements of material technology, ergonomics, graphic design, and consumer psychology is still needed to adopt standing pouch as an effective packaging method. Understanding how design and features of standing pouch influencing product aesthetics and economic value across industries requires methodical investigation.

Given this context, the purpose of this study is to determine how much packaging standing pouch improve consumer perception of product quality and appearance, analyze the influence standing pouch on selling price and profitability, and offers suggestions for branding tactics for high-end products that use standing pouch. To increase the aesthetic and financial value of the product, this research focuses on the creation of packaging standing pouch for goods marketed to middle to upper class consumers.

2. Literature Review and Hypothesis Development

2.1. Consumer Behavior

According to Kotler and Keller (2016), consumer behavior is a study that studies individuals, groups, and organizations in selecting, buying, using and evaluating products to satisfy their needs and desires. According to Sinulingga et al. (2023), consumer behavior is an activity related to the process of purchasing goods or services, activities include searching, researching, and evaluating products carried out by consumers. Meanwhile, according to Hawkins et al. (2013) consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. The act of buying, choosing a brand, and consumer loyalty are influenced by various internal and external factors. Kotler and Keller (2016) stated that perception greatly determines how consumers choose a product, even exceeding the objective quality factor. Psychological factors can be in the form of motivation, perception, to a person's attitude and beliefs. This is related to the judgment, feeling, and tendency towards the product or brand. Social factors can come from family, reference groups, to a person's role and social status in society. Solomon (2018) emphasizes that social identity plays an important role in purchasing decisions, especially in symbolic purchases (e.g. branded clothing).

2.2. Packaging Strategy to Enhance Product Value and Consumer Perception

Packaging serves as a critical interface between products and consumers, influencing both aesthetic appeal and perceived quality. Zed (2024) emphasizes that packaging is not merely a protective layer but a powerful marketing tool that communicates brand identity and product value. This aligns with the findings of this study, where 75.6% of respondents preferred bright-colored packaging, associating it with freshness and premium quality. Kusnandar et al. (2021) further highlight that packaging designed with market preferences in mind can significantly enhance product differentiation, as evidenced by the 15–20% price increase observed in MSMES Kripik Usus Hawa Snack after adopting standing pouches.

The shift toward functional and visually appealing packaging, such as standing pouches, reflects broader consumer trends. Pagala et al. (2024) note that standing pouches combine practicality with design flexibility, making them ideal for modern retail environments. In this study, 48.8% of respondents favored standing pouches for their durability and shelf presence, reinforcing their suitability for MSMEs targeting premium markets. However, Novita et al. (2021) caution that material choice is equally critical; aluminum foil, selected by 68.3% of respondents in this study, ensures product longevity and aligns with consumer expectations for hygiene and quality.

The psychological impact of packaging cannot be overstated. Sekarlaranti and Junaedi (2016) demonstrate that colors, typography, and branding directly affect purchasing decisions. This study corroborates their findings, with 80.5% of respondents emphasizing the importance of clear branding. As Nuryakin et al. (2025) argue, packaging acts as a "silent salesperson," shaping consumer perceptions even

before product interaction. Thus, packaging innovation is not just a logistical upgrade but a strategic imperative for MSMEs.

2.3. Standing Pouch Packaging for MSMEs: Economic and Functional Value

The adoption of standing pouches offers tangible economic advantages, particularly for resource-constrained MSMEs. Mufreni (2016) notes that such packaging reduces logistics costs due to its lightweight and space-efficient design, a benefit echoed by MSMES Kripik Usus Hawa Snack's 10% net profit increase post-implementation. Brama Kumbara (2021) links packaging innovation to value-based pricing, as seen in this study, where premium packaging justified higher price points.

Functionality is another key driver. Maturbongs et al. (2024) highlight that standing pouches with resealable features enhance user convenience, fostering repeat purchases. In this study, respondents praised the packaging's practicality, which reduced product damage during transit, a finding consistent with Marie & Grybś, (2013) assertion that functional packaging boosts post-purchase satisfaction. Moreover, Wibowo et al. (2017) stress that packaging differentiation can create sustainable competitive advantages, as demonstrated by the MSMES's expanded market reach into modern retail and e-commerce platforms.

Environmental considerations are increasingly pivotal. Kusnandar et al. (2021) advocate for eco-friendly materials in packaging to meet consumer demand for sustainability. While this study focused on aluminum foil for its preservation benefits, future iterations could explore biodegradable options to align with global trends. Ultimately, as Maulani et al. (2021) conclude, packaging must balance aesthetics, functionality, and cost-efficiency to drive MSME growth, a principle validated by this study's outcomes.

3. Methods

This research was conducted at MSMES Usus Snack Eve, located in Tegal, Central Java, over a period of three months, from February to April 2025. The purpose of the study was to examine the role of standing pouch packaging in enhancing product aesthetics, perceived quality, and consumer purchasing interest, particularly among middle to upper class consumers. The study was divided into three key phases: idea generation, idea screening, and packaging development. Each phase was designed to explore how packaging innovations, especially standing pouch, can contribute to product differentiation and improved market competitiveness. The research employed a qualitative approach to gain a deep understanding of the subjective experiences and perspectives of both consumers and business actors. Qualitative data, which refers to non-numerical information, was used to capture rich, detailed insights related to packaging preferences, design perceptions, and emotional responses to product presentation. The study utilized both primary and secondary data sources to ensure comprehensive analysis. Primary data were gathered through direct interviews and field observations, while secondary data were collected from relevant literature, packaging trend reports, and previous studies related to product design and consumer behavior.

For data collection, two methods were employed: in-depth interviews and structured observations. The interview sessions targeted two main groups: first, customers who are accustomed to purchasing products packaged in standing pouches; and second, actors in the food and beverage industry who are either currently using or planning to use this type of packaging. The interviews focused on perceptions of packaging aesthetics, functionality, and their impact on purchasing interest and brand loyalty. Semi-structured interview formats were used to allow respondents the freedom to elaborate their experiences while still maintaining a clear thematic direction. Observations were conducted to examine the visual impact of the developed packaging prototypes in real settings, such as retail shelves and online

product displays. The role of packaging as a visual communication medium is central to this study. The rising awareness and purchasing power of upper middle-class consumers, who prioritize aesthetics, branding, and emotional appeal over basic functionality, underscores the importance of effective packaging strategies. Standing pouch packaging was identified as a solution with significant aesthetic and economic benefits. It offers flexibility, storage efficiency, and design versatility, making it suitable for various product types, including snacks.

This study also aims to explore how standing pouch can influence not only consumer perception but also the selling price and overall profitability of MSME products. The packaging design process considered ergonomic aspects, material sustainability, and visual branding elements. With increasing consumer concern for eco-friendly products, the use of recyclable and biodegradable standing pouch materials was also evaluated. Thus, the methodical exploration in this study seeks to generate actionable insights for MSMEs to improve their product value through innovative packaging tailored to high-end market preferences.

4. Results

MSMES Kripik Usus Hawa Snack is located in Griya Satria Kajen Housing Complex Rt.02 Rw.10 Kajen Village, Lebaksiu District, Tegal Regency. Since its establishment on October 8, 2020, this MSMES has been engaged in the food sector, making chicken intestine chips, a popular regional snack. MSMES Kripik Usus Hawa Snack can sell around 30 sacks of chicken intestines in a week, with each sack containing 10 kg of product. Thus, this MSMES can sell up to 300 kg of Kripik Usus Hawa Snack in a month. Although some special flavor variants, such as balado flavor, are only made to order because they require additional, more complicated production procedures and take longer to obtain the required taste quality, this MSMES also creates savory and spicy variants in addition to traditional flavors. Six people were used as sources in this study, namely five customers and one owner of the MSMES Keripik Usus Hawa Snack. The MSMES owner is the main source of crucial information regarding the company's history, marketing plan, and production procedures. The five customers interviewed are regular buyers who routinely use the product and provide opinions regarding the product's appeal, quality, and packaging. To obtain quantitative information that can support qualitative findings, the researcher also sent a questionnaire to 41 respondents in addition to conducting in-depth interviews. Respondents are the general public, especially the upper middle class who are the target market of MSMES. The aim is to find out their feelings about the taste, packaging, and interest in purchasing intestine chips products.

The form of packaging used by the Intestine Chips MSMES Snack Eve still not efficient until now, based on the results of observations and interviews, because the plastic still needs to be folded and stapled after the intestine chips are inserted into it. If the fold is not correct, air can enter and damage the Intestine Chips product Snack Eve. Based on the observation results, the author suggests using standing pouch and sachet packaging as packaging options for Intestine Chips products. Snack Eve Owner of Intestine Chips MSMES Snack Eve asked to consider it. "In my opinion, standing pouches are safer to trade online and offline because they can be used in various large sizes according to consumer demand, said the owner of the Usus Kripik MSMES Snack Eve in his interview. Plastic is less popular with consumers, so I don't want to use it.

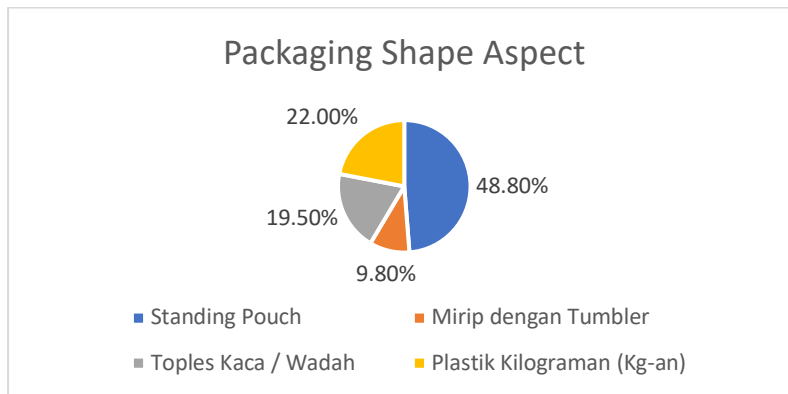


Figure 1. Packaging Form Questionnaire Results Diagram

Figure 1 shows the researcher gave a questionnaire in addition to conducting interviews. Among the 41 respondents, 48.80% (20 people) chose standing pouches, 9.80% (4 people) chose containers such as tumblers, 19.50% (8 people) chose glass jars/containers, and 22.00% (9 people) chose kg-nan plastic, according to the questionnaire results. The researcher decided to use standing pouches based on the findings of observations, interviews, and surveys. To overcome the shortcomings of paper metal packaging, it would be better to switch to standing pouch plastic as more and more products are promoted.(Mufreni, 2016).

Packaging materials used by MSMES Intestine ChipsSnack Eve which is currently made of plastic, has various sizes, such as 11.27 cm and 12.30 cm with a thickness of 0.5 microns and 17.30 cm with a thickness of 0.3 cm, based on observation data. Intestine chips products from MSMES Intestine ChipsSnack Eve has brittle properties and is easily damaged because of its very thin thickness. One consumer stated that the packaging of Snack Eve's Intestine Chips was unattractive due to its easy damage. Based on observations, the author recommends using aluminum foil and plastic packaging. The owner of the Snack Eve Intestine Chips MSME also expressed his desire to use aluminum foil and plastic packaging in various sizes according to consumer demand, as plastic packaging alone is deemed insufficient.

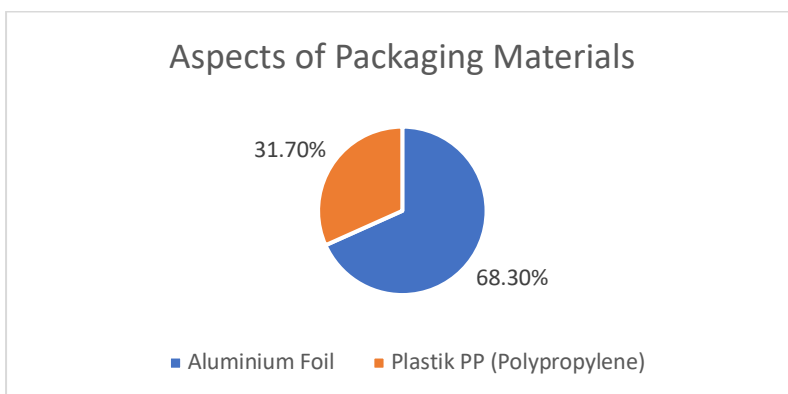


Figure 2. Packaging Materials Questionnaire Results Diagram

Based on Figure 2, the questionnaire results, it can be concluded that: Of the 41 respondents, 68.30% (28 people) chose aluminum foil and 31.70% (13 people) chose pp plastic. The researcher decided to use aluminum foil packaging material after considering the findings of observations, interviews, and questionnaires. Comparatively, the use of thin plastic packaging makes the product softer, changes its taste, and is more quickly damaged when exposed to air or during shipping. Meanwhile, digestive chips can have a longer shelf life and maintain their taste until

consumed thanks to aluminum foil packaging, which can also stop contamination and slow down the loss of crispiness. Thus, the use of aluminum foil packaging not only improves appearance but also becomes an important tactic to maintain product quality and customer happiness, especially for niche markets that highly value quality (Novita, R., Djalal, RM, & Rahmawati 2021).

The Snack Eve Intestine Chips MSME still uses plain clear plastic to ensure product visibility, but customers find this packaging unattractive. Several consumers, such as Nurul Fatimah Kaltsum and Ibu Juharni, stated that the packaging appears plain without any eye-catching design. Based on consumer observations and opinions, it can be concluded that the Snack Eve Intestine Chips packaging is still unattractive due to the lack of prominent visual elements.

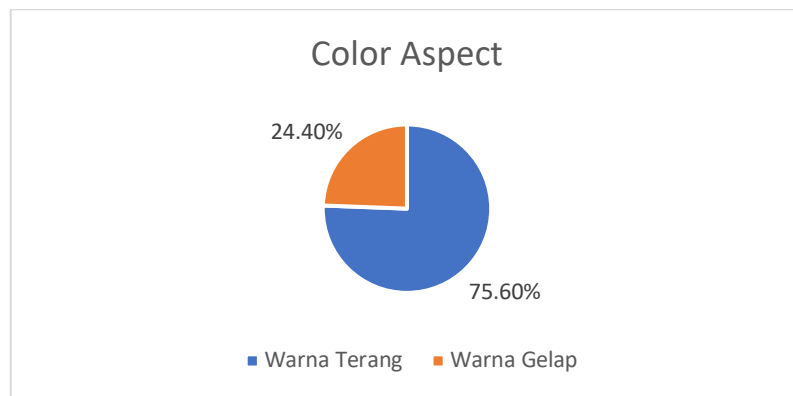


Figure 3. Color Questionnaire Results Diagram

Based on Figure 3, the interview results, "I prefer bright colors because the logo is easier to recognize," said the owner of the Usus Chips MSMES.Snack Evein the interview. The following are the conclusions that can be drawn from the questionnaire results: Of the 41 respondents, 31 people or 75.60% chose bright colors, while 10 people or 24.40% chose dark colors. Based on the results of the questionnaire, observations, and interviews, the researcher decided to use bright colors that are often used to boost the popularity of a product because bright colors give a strong impression of luxury and can increase taste expectations. Bright colors also give a cheerful, fresh, and energetic impression.

Attracting people or audiences is one of the goals of font selection. People are creatures who are easily attracted to things that look good. When they see something interesting, they will be motivated to learn more about it. This is the background for choosing the type of font. Customers may be tempted to read the information on the box because of the attractive font shape. Owner of MSMES Keripik UsusSnack Eveand researchers have explored a number of fonts in an attempt to find one that works. As previously mentioned by the researchers, MSMES Keripik UsusSnack EveIt currently comes in plain packaging with no readable information, leaving customers unaware of the product.

To display information on the packaging, researchers sought to determine the type of information consumers needed. The owner of the Snack Eve Intestine Chips MSME suggested that the packaging state that the product is made from 100% real chicken intestines without any other ingredients such as flour. This is their primary commitment to maintaining authenticity and quality of taste. Furthermore, the MSME also produces special flavors such as balado and sweet and spicy based on the requests of loyal consumers, but these variants are not sold to the general public due to the longer production process and the use of specially blended spices.

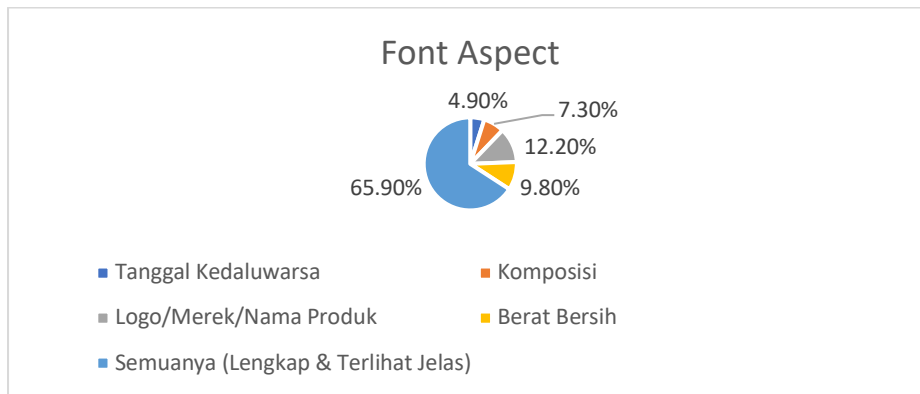


Figure 4. Product Information Questionnaire Results Diagram

Figure 4 show researchers added expiration date, composition, logo/brand/product name, and net weight as options based on the results of a questionnaire distributed to collect information about the packaging of intestine chips. Of these, 65.90% (27 people) chose all of them, 4.90% (2 people) chose expiration date, 12.20% (5 people) chose logo/brand/product name, and 7.30% (3 people) chose composition. Researchers decided to include expiration date, in this case, shelf life, as well as slogan, logo, brand, or product name, net weight, and composition into the product packaging design based on findings from observations, interviews, and questionnaires. The government has regulated the obligation for producers to include shelf life information in Law No. 18 of 2012 concerning food labels and advertisements. This law requires all domestic food producers to be traded to include labels, in this case, shelf life or expiration date, in and/or on food packaging.(Maturbongs et al., 2024).

One way to distinguish one product from another is by looking at the brand. Consumers use brands as a reference in determining which goods to buy. Consumers cannot be sure whether the products they consume come from MSMES Kripik UsusSnack Evebecause the brand is not listed on the packaging. Based on the results of the researcher's observations, a number of consumers admitted that they sometimes buy coffee products that do not come from the Kripik Usus MSMESSnack Evebecause the packaging is plain and unbranded. "I want attractive packaging and have the characteristics of my product," said the owner of the MSMES Kripik UsusSnack Eve, while the characteristic of a product is its brand. Owner of MSMES Kripik UsusSnack Evesaid that even though they already have a logo, they are still confused about where to include the logo on their current product packaging.

A brand can be a label, design, attribute, symbol, or a combination of these that is characteristic of a company's identity and is used to differentiate it from competitors. Customers view a brand as an essential component of a product, and the brand's ability to add value to a product is considered a significant factor. A brand can be a label, design, attribute, symbol, or a combination of these that is characteristic of a company's identity and is used to differentiate it from competitors. Customers view a brand as an essential component of a product, and the brand's ability to add value to a product is considered a significant factor.

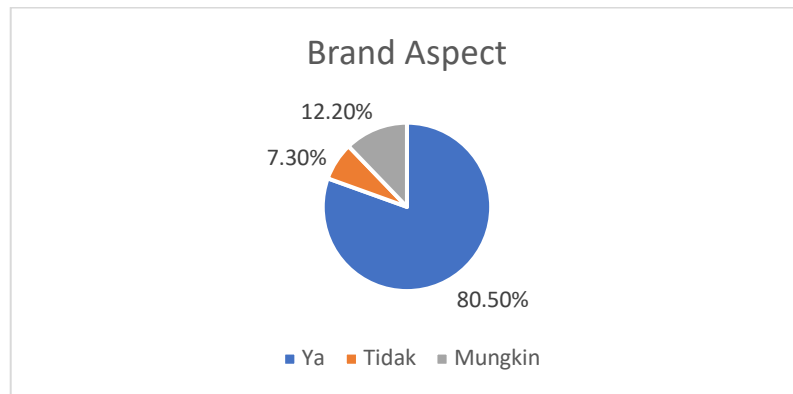


Figure 5. Brand Questionnaire Results Diagram

Based on Figure 5, the results of the questionnaire, 80.50% of respondents (33 people) stated that the brand is important, 7.30% (3 people) stated that it is not important, and 12.20% (5 people) stated that it might be important. The researchers added a brand to the container design after concluding that a product's brand is important based on the results of observations, interviews, and surveys. Brand perception significantly influences consumer decisions to purchase products. (Evelina et al., 2012).

5. Discussion

MSMES Kripik Usus Hawa Snack, located in Griya Satria Kajen Housing Complex, Tegal Regency, has shown promising growth since its establishment in 2020. With a production capacity of up to 300 kg per month, the business plays a significant role in local food entrepreneurship. However, based on interviews, surveys, and observations conducted over three months, the packaging of Kripik Usus Hawa Snack requires substantial improvement to enhance its competitiveness and marketability. The current plastic packaging is considered outdated and unattractive by many consumers. It lacks visual appeal, brand identification, and functional design elements. In line with Kotler's six elements of product design, size, shape, material, color, letters, and brand, the product packaging needs to undergo a strategic redesign (Maulani et al., 2021). The inefficiency of the packaging, such as the need for manual folding and stapling, leads to potential air exposure and product degradation. Therefore, researchers recommend adopting standing pouch packaging for its durability, reusability, and premium appearance. A survey involving 41 respondents indicated that 48.80% preferred standing pouches, confirming the packaging's strong appeal.

From an economic standpoint, the use of standing pouch packaging resulted in a 15% to 20% increase in product selling price and a 10% rise in net profit. The visually attractive packaging creates a perception of higher quality, allowing value-based pricing (Nuryakin et al., 2025). The sturdier design also reduces product damage and supports efficient storage and distribution. As Brama Kumbara (2021) noted, higher net profit can be achieved through cost reduction and value-adding differentiation. Consumer behavior theory supports that attractive packaging creates a strong first impression, influencing purchase decisions (Marie & Grybś, 2013). Respondents emphasized that functional features such as easy opening and resealing in standing pouch packaging increase post-purchase satisfaction and loyalty. Improved packaging opens opportunities to enter marketplaces, souvenir shops, and modern retail due to its professional and retail-ready presentation (Wibowo et al., 2017).

In terms of material, the existing thin plastic packaging is brittle and affects product freshness. Based on observations, interviews, and questionnaires, the

researcher recommends using aluminum foil packaging. A total of 68.30% of respondents preferred aluminum foil over plastic. This material preserves crispness, prevents contamination, and extends shelf life, making it ideal for protecting the product and meeting quality expectations (Novita et al., 2021). Color choice also plays a pivotal role. Most respondents (75.60%) favored bright colors, which are associated with freshness and energy and can boost a product's visual appeal (Kautsar et al., 2023). Therefore, bright color schemes are recommended to elevate brand visibility and consumer interest.

Typography is equally important. Attractively shaped fonts can capture attention and make consumers more inclined to read product information. The current packaging lacks readable and informative text, prompting the need to add key details such as expiration date, net weight, ingredients, and product claims. According to questionnaire results, 65.90% of respondents agreed on the inclusion of all these elements. Moreover, as regulated by Law No. 18 of 2012, food packaging must include shelflife information to ensure consumer safety (Maturbongs et al., 2024).

Branding is another critical issue. Many consumers could not distinguish Kripik Usus Hawa Snack from other products due to unbranded packaging. Although the MSMES already has a logo, it is not yet featured prominently on the packaging. The brand is essential not only for product recognition but also for building customer trust and loyalty. A well-positioned brand acts as a differentiator in a competitive market and can enhance perceived product value. In conclusion, the packaging transformation of Kripik Usus Hawa Snack using standing pouches made of aluminum foil, bright color schemes, attractive fonts, and clear branding can significantly improve product appeal and profitability. These changes respond directly to consumer expectations and market demands, allowing the MSMES to expand its reach and strengthen its competitive position.

6. Conclusion

The development of product packaging for MSMES Kripik Usus Snack Eve was carried out through four key stages that address five essential aspects: packaging form, packaging material, color, font, and brand. Each stage aimed to produce contemporary, attractive packaging in line with consumer preferences and packaging trends, while still preserving the identity of Kripik Usus Snack Eve. Standing pouch was chosen as the most suitable packaging form due to its ability to maintain product hygiene through secure sealing and flexible sizing. Aluminum foil, known for its durability and heat resistance, was selected as the primary packaging material to better protect the product during distribution. Bright color gradations were used to enhance visual appeal, and attractive fonts were applied to clearly display important information such as expiration dates.

The inclusion of brand name and logo further strengthened the product's identity and market presence. To support sustainable growth, the researcher recommends that the MSMES owner be more proactive in implementing promotional strategies, especially through consistent use of social media, to expand brand awareness. In addition, the government is encouraged to provide greater support for MSMEs in the Yogyakarta region through strategic policies. These could include educational programs, promotional support, and collaborative activities such as exhibitions and bazaars to enhance competitiveness in the MSME food sector. However, this research has certain limitations. The study focused solely on one MSMES and one type of product, limiting generalizability across other MSMEs or product categories. The research also emphasized packaging design aspects without measuring long-term consumer behavior or market performance after packaging implementation. Future studies are recommended to involve a wider range of MSMEs and assess the impact of packaging changes on actual sales and consumer retention.

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Data Disclosure Statement

The data that support the findings of this study are available from the corresponding author upon reasonable request.



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