

Legality, Packaging, and Taste on Traditional Product Purchasing Decisions

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The growth of the traditional food MSME sector increasingly shows an important contribution to the regional economy, but increasing competition requires business actors to strengthen legality, improve packaging design, and maintain taste that influences purchasing decisions as a factor. This work seeks to examine the impact of legality, packaging, and taste on purchasing decisions for Opak Gambir & Matari Zakaya products. The study uses a causal associative quantitative approach, involving 80 respondents through purposive sampling. A questionnaire with a Likert scale is used as a measuring tool for data collection, tested using validity and reliability tests, and analyzed through multiple linear regression. Simultaneously, all three predictors exert a notable effect on buyer choices which are the results of this study. Partially, packaging is the single most influential factor, while legality and taste do not show any influence. This finding indicates that consumers are more responsive to the visual appeal of packaging in the initial purchasing process. This study suggests that MSME actors strengthen packaging innovation while maintaining legal eligibility and taste quality to increase product trust and competitiveness.

Keywords: Taste; Purchasing Decisions; Legality; Packaging; Traditional Products; Msmes

INTRODUCTION

Indonesia's economic growth is showing positive dynamics, reflecting a recovery in production and consumption activities. The Central Statistics Agency (BPS) reported that the Indonesian economy grew by 4.04 percent quarter-to-quarter (q-to-q) and 5.12 percent year-on-year (y-on-y) in the second quarter of 2025. Meanwhile, performance in the first half of 2025 increased to 4.99 percent cumulatively (c-to-c). (BPS, 2025) This performance indicates improved purchasing power and increased activity in the food processing industry, which plays a crucial role in the national economy. Regionally, Kediri Regency's economic performance also shows positive growth, particularly in the processing industry sector, which is a major contributor to Gross Regional Domestic Product. (BPS, 2024) This situation emphasizes the importance of sustainable food business activities, including the significant role played by MSMEs in supporting regional economic structures (Ministry of Industry, 2024).

The food MSME sector is one of the most adaptive sectors, able to meet consumer needs while simultaneously creating local entrepreneurial opportunities. However, the highly competitive food industry demands that MSMEs improve product quality and implement relevant marketing strategies to remain competitive. Elements such as product quality, taste, and packaging design have proven to be determining factors in consumer purchasing decisions. (Choiriyah et al., 2023; Fasya & Rahwana, 2020) Previous research has shown that packaging has more functions than just protection; it can also be used as a brand communication medium that influences consumer perceptions and preferences (Junaidi et al., 2023). (Kotler, 2021) emphasizes that packaging is part of the marketing mix that can create differentiation, strengthen positioning, and build perceptions of quality. Furthermore, taste, as a core attribute of food products, is a major determinant of consumer satisfaction and loyalty. (Tusril et al., 2025), so that the combination of taste and packaging becomes a strategic aspect in increasing purchasing decisions.

Various studies on food MSMEs also show diverse findings regarding factors influencing purchasing behavior. A study on Mixue products found a significant influence of halal certification and packaging quality on purchasing decisions, while legality did not. (Aziz et al., 2023) Other research also proves that the halal label is not a dominant factor in the context of certain MSMEs. (Izzuddin & Mulyana, 2025; Suprpto & Azizi, 2020) On the other hand, packaging design has been shown to have a strong influence on purchasing decisions, for example in fast food. (Rahman et al., 2020), fish crackers (Suprpto & Azizi, 2020), cassava chips UMKM (Junaidi et al., 2023b), as well as traditional snacks Ampyang (Saputra & Sumaryanto, 2025). All components of the packaging contribute significantly to building perceptions and driving purchasing interest.

Besides packaging, product quality and taste have also been shown to significantly influence purchasing decisions. Research on food products such as Ampyang (Saputra & Sumaryanto, 2025) Sweet Tape (Choiriyah et al., 2023), and other local culinary delights. (Tusril et al., 2025) Studies have shown that a product's value and taste consistently have a significant impact on consumer decisions. Other studies have also shown that marketing strategies, including word of mouth and digital campaigns, also strengthen purchasing decisions by increasing awareness. (Sairun & Sugito, 2025; Santoso et al., 2022; Tusril et al., 2025) The development of marketplaces like Shopee also demonstrates a shift in consumer behavior, which is increasingly influenced by online reviews and ratings as the basis for purchasing decisions. (Aradatin et al., 2021), indicating that the information and perception aspects play an increasingly crucial role in the digital era.

The inconsistency of research results, for example, regarding the influence of halal labels, which is not always significant. (Izzuddin & Mulyana, 2025; Suprpto & Azizi, 2020) This creates a new area of research on the most relevant variables influencing consumer decisions about local food products. This is particularly important because the characteristics of MSME consumers differ from those of large industrial consumers, given the contextual factors of culture, emotional closeness, traditional preferences, and perceived quality (Saputra & Sumaryanto, 2025).

In Kediri Regency, food MSMEs such as Opak Gambir & Matari Zakaya are examples of traditional products that are trying to strengthen their market position by improving quality and updating their packaging design (Sairun & Sugito, 2025). Although the product has cultural and historical value, consumer purchasing decisions are no longer solely determined by traditional preferences, but also by the suitability of quality, taste, and packaging appeal to modern consumer expectations. (Izzuddin & Mulyana, 2025) This context is reinforced by the development of national issues regarding the importance of halal certification, food safety, and product safety which are of concern to consumers. (Hermawan et al., 2025), as well as the tendency of consumers to be more aware of the quality and image perception of MSMEs (Izzuddin & Mulyana, 2025).

At the macro level, the Kompas report shows that MSMEs are currently increasingly encouraged to innovate with the presence of AI technology, marketing digitalization, and branding opportunities on online platforms. (Widi, 2025) This transformation further emphasizes the importance of product quality, packaging, and understanding consumer behavior in strengthening the competitiveness of MSMEs in the region.

This study was conducted to fill the literature gap regarding the determinants of purchasing decisions on traditional food MSME products, with the object of research on Opak Gambir & Matari Zakaya products in Kediri Regency. The difference that is new in this study lies in the quantitative approach with a causal associative type of product quality, taste, and packaging in the context of traditional MSMEs that have not been studied comprehensively. Theoretically, the contribution of this study is to strengthen references to consumer behavior and MSME marketing.

This inquiry is anticipated to yield applicable managerial insights implications for MSMEs in designing product quality improvements and more effective packaging designs. Therefore, this inquiry seeks to assess the effect of legality, packaging, and taste on consumer choice outcomes regarding Opak Gambir & Matari Zakaya MSMEs in Kediri Regency and identify the most dominant factors in shaping these decisions.

LITERATURE REVIEW

Legality

Legality can be reviewed from (Kotler & Keller, 2012) regarding labeling and regulatory compliance. Product labels serve to provide accurate information, comply with government regulations, and protect consumers by clarifying product identity, composition, and food safety aspects. Kotler explains that labels must meet legal requirements related to applicable standards and provide accurate information. Therefore, legality indicators can be derived from label functions, namely the existence of permits and official information, compliance with legal provisions, completeness of information required by regulators, and clarity of product identity.

Packaging

Packaging is a factor that influences a quality product as explained in the marketing literature in Marketing Management, which states that a product has several levels,

including inherent attributes such as quality, features, design, and packaging that functions as a physical identity and a medium for communicating product value to consumers. In the product attributes section, Kotler explains that packaging plays a role beyond being a security tool and has additional functions as a differentiation tool, conveying information, and forming quality perceptions for consumers. Packaging indicators can be derived from the packaging functions mentioned. (Kotler & Keller, 2012), namely the visual design of the packaging, the packaging materials, the information on the label, and the ease of use created by the shape and structure of the packaging. This theory of product and packaging attributes is the main foundation in understanding packaging as the value it creates in the eyes of consumers as its contribution.

Taste

Taste, as the main sensory perception in food products, is included in the core benefit and basic product aspects as described in (Whalley, 2012). Products essentially consist of core benefits, basic forms, and enhanced attributes, so that organoleptic qualities such as taste, aroma, and texture become part of the value perception that consumers form towards a product. Taste indicators can be understood from the concept of perceived product, namely consumer evaluation of the basic taste of the product, the aroma that appears when consumed, the texture that is felt, and the consistency of quality over time. Whalley's theory regarding product structure (core, basic, augmented, perceived) strengthens the understanding that taste is an important component in consumer evaluation when they assess a food product.

Buying decision

The purchasing decision in the book is described as a consumer evaluation process of the value offered by the product. (Kotler & Keller, 2012) emphasizes that consumers go through various processes such as recognizing needs, searching for information about products, evaluating, and taking action before purchasing. This process is caused by consumer desires for their needs, including functional qualities such as taste, legal information that increases a sense of security, and packaging that forms value perceptions and facilitates use. Purchasing decision indicators can be derived from the consumer decision process framework in line with (Kotler & Keller, 2012), product of interest, belief in quality and benefits, readiness to buy, and tendency to make repeat purchases in response to post-purchase satisfaction. Purchasing decision theory (Kotler & Keller, 2012) and the concept of perceived product from (Whalley, 2012) strengthen understanding of how consumers evaluate value before making a decision final choice.

Hypothesis Development

The Influence of Legality, Packaging, and Taste Together on the Purchase Decision of Opak Gambir & Matari Zakaya

Business legality, packaging, and taste are three key elements that collectively shape judgments about a product's quality and worth. Earlier studies indicate that the combination of product quality, packaging, and sensory attributes can significantly influence purchasing decisions for MSMEs, as demonstrated in the Ampyang study. (Saputra & Sumaryanto, 2025) and Pancake Ucok Durian (Sairun & Sugito, 2025). Furthermore, legality and food safety aspects contribute to consumer confidence in the decision-making process (Hafizi & Athar, 2024). These findings confirm that consumers tend to form buying judgments grounded in a simultaneous evaluation of a product's safety, visual appeal, and taste.

H1: Legality, packaging, and taste have a significant positive influence on purchasing decisions.

The Influence of Legality on Purchasing Decisions

Business legality includes halal certification, P-IRT permits, and other official legal documents that increase consumer confidence in product safety. However, previous research has shown mixed results. For some MSMEs, such as food products in Jatirogo and Rembang, business legality did not significantly influence purchasing decisions. (Maulidah et al., 2024; Suprpto & Azizi, 2020) On the other hand, in the context of Mixue products, legality, especially halal certification, is a significant factor in decision making (Hafizi & Athar, 2024). These differences in results indicate that the influence of legality is contextual and needs to be re-examined on traditional products such as Opak Gambir & Matari Zakaya.

H2: Legality has a significant positive effect on purchasing decisions.

The Influence of Packaging on Purchasing Decisions

Packaging represents a vital marketing component shaping consumer perceptions, emotions, and evaluations. Various studies show that all design attributes of packaging strongly shape intention to buy and purchasing decisions. (Junaidi et al., 2023b; Rahman et al., 2020; Sairun & Sugito, 2025; Suprpto & Azizi, 2020). has even been found to be a dominant factor in attracting young consumers and enhancing the brand positioning of local food products. Therefore, packaging deserves reexamination in the context of traditional MSMEs that have the potential to expand their market through packaging innovation.

H3: Packaging has a significant positive effect on purchasing decisions.

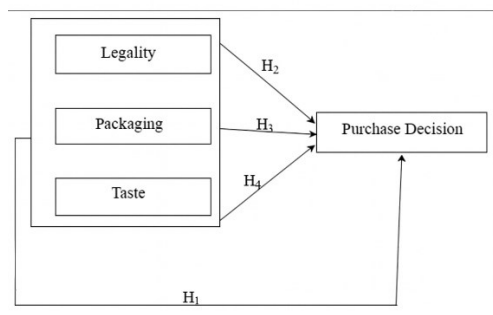
The Influence of Taste on Purchasing Decisions

Taste is a core attribute of food products that determines consumer preference and loyalty. This is evidenced by previous research that indicates that the taste of various culinary products, such as shrimp crackers, traditional foods, and restaurant cuisine, significantly influences purchasing decisions. (Saputra & Sumaryanto, 2025; Sari & Mulyani, 2021; Tusril et al., 2025). Taste is considered a crucial aspect because it is the most important consideration for consumers when purchasing traditional foods. Therefore, re-examining the influence of taste is crucial in assessing consumer acceptance of Opak Gambir & Matari Zakaya.

H4: Taste has a significant positive effect on purchasing decisions.

Conceptual Framework

Figure 1 Research Framework



RESEARCH METHOD

A numerical design employing a cause-linked framework was chosen in the study. This type of approach allows researchers to describe phenomena objectively and analyze the cause-effect linkage connecting predictors and outcomes through numerical data.

The study was conducted from October to November 2025 in Cerme Village, Kediri Regency, with the research objects being traditional food products Opak Gambir & Matari Zakaya. These products were chosen because they have regional characteristics and are one of the local commodities that are currently striving to strengthen their competitiveness by improving aspects of legality, packaging, and taste quality.

Consumers who have purchased Opak Gambir & Matari Zakaya are targeted in this study by purchasing at least twice so that they have sufficient experience to assess the variables studied. The study population includes all active consumers of these products in Kediri Regency, but the exact number is unknown so the sampling technique uses purposive sampling. Respondent criteria are determined based on real experience in assessing legality (indicators: clarity of permits, security guarantees, regulatory compliance, business legitimacy), packaging (indicators: packaging design, product information, visual appeal, product protection), taste (indicators: aroma, texture, taste consistency, taste suitability), and purchasing decisions (indicators: awareness of choosing, purchasing confidence, repeat purchases, consumer recommendations).

The sample size was calculated through Cochran's method, typically advised when population is uncertain populations. This approach sets the sample size at a minimum of 20 times the number of research variables. Therefore, with four variables (business legality, packaging, taste, and buyer choices), the analysis demands a minimum of 80 participants. This number is considered capable of producing stable statistical estimates and supporting multiple linear regression analysis.

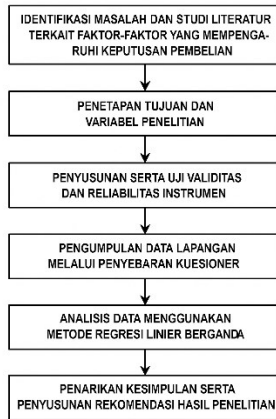
The distribution of a five-point Likert scale closed questionnaire indicating (1 = strongly disagree to 5 = strongly agree) has a function as a tool for data collection techniques distributed offline to respondents who meet the criteria. The preparation of statements in the questionnaire is based on theoretical indicators of each variable, namely legality including consumption safety, product credibility, production process guarantees, distribution eligibility; packaging including packaging design, packaging information, Packaging Quality, packaging practicality; taste including deliciousness of taste, product aroma, product texture, suitability of expectations; and purchasing decisions including product needs, consumer confidence, consumer preferences, final decisions. Primary data was obtained through the results of filling out the questionnaire, while secondary data was obtained from scientific literature, marketing management books, and from the Kediri Regency Central Statistics Agency.

Through the SPSS 25 software suite which is used as a tool to conduct multiple linear regression procedures. At the outset of conducting the regression tests process, validity and reliability tests are tested in the research instrument to ensure that each statement item measures the intended concept accurately and consistently. After the instrument is declared feasible, the results of regarding the segmented effects of each predictor on the outcome variable obtained from the t test, the simultaneous influence can be known from the F test and to measure the contribution for evaluating the predictor's capacity to account for the outcome can apply the coefficient of determination (R^2) This stage is carried out systematically so that the findings are capable of outlining the relationship between variables empirically and can be accounted for academically.

The systematic scientific stages used for this research include: (1) identification of problems and literature studies related to factors that influence purchasing decisions; (2) determination of research objectives and variables; (3) preparation and testing of instrument validity and reliability; (4) distribution of questionnaires used to collect data in the field; (5) the method used to conduct data analysis is multiple linear regression;

and (6) results that conclude and preparation of suggestions from the research results. As an illustration, the flow of this research is depicted in the following diagram:

Figure 2 Research Flowchart



Using these stages and methods, this research was conducted scientifically, systematically, and based on reliable empirical data. The results are expected to make a tangible contribution to strengthening marketing management theory, particularly regarding Analysis of PIRT legality, packaging, and taste on purchasing decisions for MSME products Opak Gambir & Matari Zakaya in Kediri Regency.

RESULTS

Validity Test

The correlation coefficient of 0.2199 was found when the calculated r obtained from the data processing results was compared (df) minus 2, with the research sample, then $80 - 2 = 78$.

Variables	Question	Corrected Item - Total	r table	Information
Legality (X1)	X1.1	0.399	0.219	Valid
	X1.2	0.517	0.219	Valid
	X1.3	0.606	0.219	Valid
	X1.4	0.474	0.219	Valid
	X1.5	0.591	0.219	Valid
	X1.6	0.431	0.219	Valid
	X1.7	0.484	0.219	Valid
	X1.8	0.296	0.219	Valid
Packaging (X2)	X2.1	0.617	0.219	Valid
	X2.2	0.522	0.219	Valid
	X2.3	0.619	0.219	Valid
	X2.4	0.582	0.219	Valid
	X2.5	0.407	0.219	Valid
	X2.6	0.554	0.219	Valid
	X2.7	0.259	0.219	Valid
	X2.8	0.599	0.219	Valid
Taste (X3)	X3.1	0.498	0.219	Valid
	X3.2	0.427	0.219	Valid
	X3.3	0.248	0.219	Valid
	X3.4	0.409	0.219	Valid
	X3.5	0.320	0.219	Valid
	X3.6	0.528	0.219	Valid
	X3.7	0.588	0.219	Valid
	X3.8	0.550	0.219	Valid
Purchase Decision (Y)	Y1	0.444	0.219	Valid
	Y2	0.481	0.219	Valid
	Y3	0.478	0.219	Valid
	Y4	0.572	0.219	Valid
	Y5	0.644	0.219	Valid
	Y6	0.518	0.219	Valid
	Y7	0.443	0.219	Valid
	Y8	0.583	0.219	Valid

Table 1. Validity Test Results. Source: Processed Data (2025)

The computations presented earlier indicate that all items in the questionnaire have a high value compared to the standard r table value, so all the results of the research instrument are valid.

Reliability Test

Table 2. Reliability Test Results

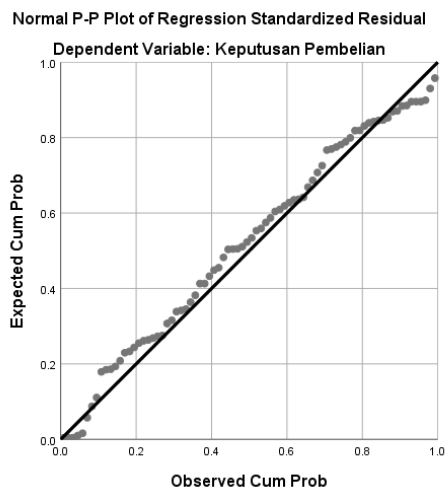
Variables	Cronbach's Alpha > 0.6	Information
Legality	0.772	Reliable
Packaging	0.807	Reliable
Taste	0.750	Reliable
Buying decision	0.801	Reliable

Source: Processed Data (2025)

The research findings indicate that the variables used have adequate reliability, as indicated by the Cronbach's alpha value which is above 0.6 so that it can be declared reliable.

Normality Test

Table 3. Normality Test Results



Source: Processed Data (2025)

From the normality assessment, it is observable that the points are distributed along and surrounding the reference diagonal. This distribution pattern indicates that the residuals are normally distributed.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Legality	.983	1,017
	Packaging	.896	1,116
	Taste	.910	1,098

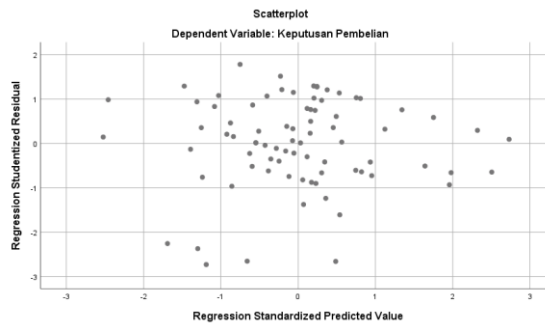
a. Dependent Variable: Purchasing Decision

Source: Processed Data (2025)

From the multicollinearity assessment in Table 4, it is recognized that the VIF scores of the three predictors fall below 10, so there is no relationship among the predictors, confirming the absence of multicollinearity.

Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results



Source: Processed Data (2025)

The results of the heteroscedasticity test the figure indicates that the markers disperse irregularly without structure and extend above and beneath zero, so the heteroscedasticity assumption has been met.

Multiple Linear Regression Analysis

Table 7. Results of Multiple Linear Regression Analysis

Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	16,945	4,568	
	Legality	.193	.109	.184
	Packaging	.329	.107	.335
	Taste	.062	.076	.089

a. Dependent Variable: Purchasing Decision

Source: Processed Data (2025)

Based on the earlier table shows that the conducted analysis yields the following regression model:

$$Y = 16.945 + 0.193 X_1 + 0.329 X_2 + 0.062 X_3$$

So it can be interpreted:

- The constant value of 16.945 indicates that if all variables of legality, packaging, and taste are held constant or equal to zero, the purchasing decision value is 16.945 units. This means that even without the influence of these three variables, consumers already have a purchasing decision level of that magnitude.
- The legality coefficient value (X_1) of 0.193 indicates that if legality increases by 1 unit, while all other factors hold steady, thus the purchasing decision increases by 0.193.
- The packaging coefficient value (X_2) of 0.329 indicates that if packaging increases by 1 unit provided all other elements stay unchanged, hence the purchasing decision increases by 0.329 because product packaging has the greatest influence on purchasing decisions. The more attractive and high-quality the packaging, the greater the probability that individuals buying the product.
- The taste coefficient value (X_3) of 0.062 indicates that if the taste rises by one increment, with other elements fixed, thus the purchasing decision increases by 0.062.

Partial Hypothesis Testing (t-test)

Table 8. t-Test Results

Coefficients ^a			
Model		t	Sig.
1	(Constant)	3,710	.000
	Legality	1,762	.082
	Packaging	3,070	.003
	Taste	.822	.413

a. Dependent Variable: Purchasing Decision

Source: Processed Data (2025)

Referring to Table 8, the findings of the t-test hypothesis testing can be explained as follows:

- The sig. value of the legality variable (X1) is 0.082 > 0.05, meaning H0 is accepted. This indicates that legality fails to meaningfully influence buyer choices.
- The sig. value for the packaging variable (X2) is 0.003 < Alpha (0.05), meaning H0 is dismissed. This signifies that packaging meaningfully shapes consumer choices.
- The sig. value of the taste variable (X3) is 0.413 > Alpha (0.05) which is 0.003, meaning H0 is accepted. This indicates that taste does not meaningfully influence buyer choices.

Simultaneous Hypothesis Testing (f-test)

Table 9. Results of the f-test

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	241,308	3	80,436	5,838	.001b
	Residual	1047.079	76	13,777		
	Total	1288,387	79			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Taste, Legality, Packaging

Source: Processed Data (2025)

Based on table 9 above, the f-test outcomes reveal that the computed f score equals 5.838 and according to the table f value, $df = n - k$ ($80 - 3 = 77$) the table f value is 2.72 so that the derived f statistic > f table or $5.838 > 2.72$ and the significance level is $0.001 < 0.05$. So it may be inferred that regulatory conformity factors (X1), packaging (X2) and taste (X3) together exert a favorable and meaningful impact on purchasing decisions (Y).

Coefficient of Determination (R²) Test

Table 10. Results of the Coefficient of Determination (R²) Test

Model Summary					
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	.433a	.187	.155	3,712	1,535

a. Predictors: (Constant), Taste, Legality, Packaging

b. Dependent Variable: Purchase Decision

Source: Processed Data (2025)

Based on the results of table 10 above, it shows that the R value is 0.433, which can be concluded that legality (X1), packaging (X2) and taste (X3) have an influence of 43.3%, whereas the other 56.7% arises from factors beyond the study's scope researcher

DISCUSSION

The Influence of Legality on Purchasing Decisions for Opak Gambir & Matari Zakaya

This study found that legality has no notable impact on consumer purchasing. The outcomes of this work are similar to those of the previous study. (Maulidah et al., 2024; Suprpto & Azizi, 2020) The study found that legality is not a significant factor in the decision to purchase MSME food products. Consumers in local markets tend to prioritize consumption experience, taste, and social closeness with producers over formal legal requirements. The characteristics of traditional products such as Opak Gambir and Matari Zakaya make consumers value practical and emotional aspects more than regulatory attributes. This finding also differs from the context of modern products such as Mixue, where halal legality and formal permits are primary concerns. (Hafizi & Athar, 2024). Thus, consumer sensitivity to legality depends on the type of product and the level of quality expectations attached to that category.

The Influence of Packaging on Purchasing Decisions for Opak Gambir & Matari Zakaya

Packaging proved to exerted a meaningful effect and represented the most prevailing factor in this study. This finding supports the theory. (Kotler et al., 2020) that packaging is an important part of product strategy that has the function of protecting the product, attracting attention, conveying information, and forming perceptions of quality. Previous research from (Junaidi et al., 2023; Rahman et al., 2020; Sairun & Sugito, 2025), and (Sairun & Sugito, 2025) also strengthen these results by showing that all elements of packaging can influence consumer perceptions and preferences. In the context of traditional MSMEs, packaging updates on Opak Gambir & Matari Zakaya products enhance the image of modernity, professionalism, and hygiene values, thereby increasing the attractiveness of products competing in an increasingly visual market.

The Influence of Taste on Purchase Decisions for Opak Gambir & Matari Zakaya

This analysis demonstrates that taste fails to shape consumer purchase outcomes. This finding contradicts most research. (Saputra & Sumaryanto, 2025; Tusril et al., 2025), which places taste as the most dominant factor in food products. This insignificance may occur because consumers may have relatively uniform taste expectations for traditional Opak Gambir products, making taste less of a key differentiator. Furthermore, the dominant influence of packaging in this study likely makes the taste variable less prominent, especially for consumers who primarily base their initial decisions on visual perception. Consumers who frequently purchase also tend to have stable taste perceptions, resulting in low variability in their assessments and insufficient influence on purchasing decisions in statistical models.

The Influence of Legality, Packaging, and Taste Together on the Purchase Decision of Opak Gambir & Matari Zakaya

Partial correlations, simultaneous test results indicate that legality, packaging, and taste exert a marked effect on consumer choice behavior. This demonstrates that although some variables are partially insignificant, all three variables still contribute collectively to shaping consumer perceptions. Consumers when purchasing food products tend to

evaluate products holistically, considering safety, visual appearance, and sensory quality as a unified experience. This finding is consistent with research. (Sairun & Sugito, 2025; Saputra & Sumaryanto, 2025), which emphasizes that purchasing decisions are formed from the integration of several product quality elements, rather than a single factor. In the context of traditional MSMEs, consumers evaluate business credibility, packaging appeal, and product taste simultaneously, resulting in a more comprehensive purchasing decision.

CONCLUSION

This study concludes that legality, packaging, and taste collectively exert a meaningful effect on purchase choices of Opak Gambir & Matari Zakaya, confirming that consumers evaluate traditional food products based on the integration of safety, visual, and sensory quality aspects. Partially, packaging is proven to be the most dominant factor influencing purchasing decisions while legality and taste do not show a significant influence. These findings indicate that the visual appeal of packaging plays an increasing role in today's competitive food product environment, especially when consumers conduct initial product evaluations. These results also highlight that formal legality and taste have not become the main differentiators for consumers when choosing traditional products that have long been circulating in the local market.

The practical implications of this research suggest that MSMEs should prioritize developing more modern, informative, and attractive packaging designs to increase purchasing intention. Although legality does not have a statistically significant impact, regulatory compliance remains a strategic consideration for enhancing long-term credibility and facilitating broader market access, particularly through digital platforms and modern retail. Furthermore, consistency in taste, a fundamental attribute of food products, must be maintained, as it has the potential to influence loyalty, even if it does not significantly influence initial purchasing decisions.

Suggestions for future research include considering other variables that may influence purchasing decisions, such as price, cultural values, digital promotions, service quality, and brand perception, which likely contribute to the unexplained proportion of variance in purchasing decisions in this model. Future research is also recommended to use mixed methods or involve different and diverse sample sizes to provide a detailed picture of consumer behavior towards traditional food products. A longitudinal approach can also be taken to capture changes in consumer preferences over time as MSME marketing modernization and digitalization increase.

LIMITATION

Limitations in this study require a more in-depth interpretation of the research results. The method employed in the research adopted a numerical framework with a closed questionnaire instrument, so that respondents' assessments depend entirely on subjective perceptions that may not capture the complexity of consumer experiences with traditional food products. The limited sample size of 80 respondents with a purposive sampling technique has the potential to reduce the level of generalizability of the research results because it does not reflect the entire population of Opak Gambir & Matari Zakaya consumers. The research variables only include legality, packaging, and taste, so the contribution of additional elements including cost, cultural values, service quality, social experience, and family preferences is not incorporated into the framework, which may potentially be dominant determinants in the context of traditional food. Data were collected over a relatively short period of time, so seasonal dynamics or changes in consumer behavior were not fully captured. These limitations can affect the internal

and external validity of the study and provide room for further research to use a more comprehensive design or mixed methods to gain a deeper understanding

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DECLARATION OF CONFLICTING INTERESTS

The writers affirm the absence of any competing interests tied to the research, authorship, or dissemination of this work. The authors affirm that there has been no fraudulent dealings with any third party, personal, or professional, that could have influenced the results, analysis, or interpretation of the data in this study. The entire research and writing process was conducted independently.

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