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DETERMINING FACTORS IN THE PACKAGING DESIGN OF PALEMBANG KEMPLANG CRACKERS AND THEIR EFFECT ON PURCHASE INTENTION: A VOICE OF CUSTOMER APPROACH

Anggita Putri Astrian ¹, Andhyka Tyaz Nugraha ^{2*}, Mahruri Arif Wicaksono ³,
Frieska Ariesta Syafnijal ⁴, Rizqi Wahyudi ⁵

^{1,2,3,4,5} Fakultas Teknologi Industri/Teknik Industri, Institut Teknologi Sumatera, Indonesia

* e-mail: andhyka.nugraha@ti.itera.ac.id

Abstract. *This research aims to identify the dimensions that shape the packaging design of Kemplang crackers, develop a packaging design assessment instrument based on the Voice of Customer (VoC), and analyze the impact of packaging design on consumer purchase interest. The research combines the House of Quality approach and the Partial Least Squares Structural Equation Modeling method. Data were collected using a questionnaire instrument distributed online to respondents aged 17-40 who had purchased Kemplang in packaging at least twice in the past year. Data were statistically processed with the help of SmartPLS Version 4 software. The research results show that packaging design, formed by four manifest variables, namely material, appearance, shape, and packaging information, has a strong influence on purchase interest. The novelty of this research lies in the development of a standardized packaging design assessment scale based on consumer perception. Furthermore, based on the research results, a prototype of packaging using food-grade laminated material, a standing pouch with a zip-lock, and a more communicative visual and informational layout was designed, which can be used as a reference for Kemplang Palembang SMEs and local government.*

Keywords: *Packaging Design, Palembang Kemplang, Purchase Intention, Voice of Customer, PLS-SEM.*

Abstrak. Penelitian ini bertujuan untuk mengidentifikasi dimensi pembentuk desain kemasan kerupuk Kemplang, menyusun instrumen penilaian desain kemasan berbasis Voice of Customer (VoC), serta menganalisis pengaruh desain kemasan terhadap minat beli konsumen. Penelitian mengombinasikan pendekatan House of Quality dan metode Partial Least Squares Structural Equation Modeling. Data dikumpulkan menggunakan instrumen kuesioner yang disebarluaskan secara online kepada responden berusia 17-40 tahun yang telah membeli Kemplang dalam kemasan minimal dua kali dalam setahun terakhir. Data diolah secara statistik dengan bantuan software SmartPLS Versi 4. Hasil penelitian menunjukkan bahwa desain kemasan yang dibentuk oleh empat variabel manifest, yaitu material, tampilan, bentuk, dan informasi kemasan, memiliki pengaruh kuat terhadap minat beli. Kebaruan penelitian ini terletak pada penyusunan skala penilaian desain kemasan berbasis persepsi konsumen yang terstandar. Lebih lanjut, berdasarkan hasil penelitian dirancang prototipe kemasan berbasis material laminasi food grade, standing pouch dengan zip-lock, serta tata letak visual dan informasi yang lebih komunikatif yang dapat digunakan sebagai referensi bagi UMKM Kemplang Palembang dan pemerintah daerah.

Keywords: *Desain Kemasan, Kemplang Palembang, Minat Beli, Voice of Customer, PLS-SEM.*

INTRODUCTION

The development of micro, small, and medium enterprises (MSMEs) in Indonesia contributes significantly to the national economy, particularly through job creation and increased Gross Domestic Product (GDP). Saragih et al. (2025) state that MSMEs contribute more than 60% to the national GDP and absorb around 97% of the total workforce, making this sector the main foundation of the people's economy. On a regional scale, BPS-Statistics Indonesia (2025) reports that the number of MSMEs reaches approximately 74.06 thousand units, with the largest distribution in the Ogan Ilir, Ogan Komering Ulu Timur, and Palembang City areas. Meanwhile, in Palembang City, there are 80,627 active MSMEs, with the food and beverage sub-sector dominating as the main driver of the regional economy (Bappeda Litbang Kota Palembang, 2023). These numbers show that the traditional food industry is not only an important part of the local economy, but it also helps keep the region's cultural values and identity alive.

Table 1. Number of MSMEs in Palembang City

Region	Number (Units)
Ilir Barat II	4.063
Gandus	5.294
Seberang Ulu I	4.650
Kertapati	5.681
Jakabaring	4.434
Seberang Ulu II	5.286
Plaju	5.435
Ilir Barat I	4.218
Bukit Kecil	5.266
Ilir Timur I	5.120
Kemuning	4.185
Ilir Timur II	6.655
Kalidoni	4.345
Ilir Timur III	4.086
Sako	3.897
Sematang Borang	1.696
Sukarami	3.660
Alang-Alang Lebar	2.656

Source: BPD Penelitian dan Pengembangan Kota Palembang (2023)

One of Palembang's signature products is Kemplang crackers, a fish-based snack that is baked until crispy with a savory taste unique to South Sumatra. Jadibejo (2025) reported that Palembang's MSMEs have exported 17.16 tons of Kemplang to Taiwan worth Rp589.92. This finding confirms that Kemplang not only has cultural value, but also promising economic potential in both domestic and international markets. However, amid the growth of the modern snack food industry, Kemplang MSMEs face challenges in maintaining consumer interest. Clara (2021) refers to packaging as a "silent salesman" that plays an important role in shaping perceptions and purchasing decisions. In practice, most Kemplang SMEs still use plain transparent plastic packaging without attractive or informative design elements, making them less competitive compared to modern products that are more aesthetically pleasing and communicative (Rosana, 2022).

A study on the packaging design of Palembang Kemplang is relevant to support the regional creative economy, aligning with the policy direction of Kementerian Pariwisata dan Ekonomi Kreatif (2022)), which encourages the strengthening of product branding based on local wisdom. Although research on packaging design and consumer behavior has been widely conducted, most

studies still focus on large industrial products such as packaged beverages, nationally branded snacks, or cosmetics (Ginting & Hartati, 2023; Septiyadi & Dirgantara, 2021). In contrast, research on local traditional products, particularly Palembang Kemplang, is still limited and generally descriptive or community service-based without a systematic approach to consumer voices. Liu et al. (2025) showed that previous studies tended to examine visual elements of packaging separately, while Amaliyah & Kusuma (2025) quantitatively proved that packaging design has a positive effect on purchase interest. Yuda et al. (2025) noted that context-based and qualitative approaches are still limited, especially for traditional products. As a result, there is still a research gap regarding the development of a consumer perception-based packaging design measurement scale, especially for Palembang Kemplang products. Based on this empirical evidence, the researchers developed hipotesis (H1) as follows: Packaging material, packaging appearance, packaging shape, and packaging information significantly represent the Packaging Design construct.

Sudarsih et al. (2026) emphasize that consumer perceptions of packaging are multidimensional and shaped by several integrated attributes. Ardian (2025) emphasizes that consumer assessments of packaging are not only determined by visual appeal alone, but also by functional, ergonomic, and communicative aspects that are reflected in the packaging. Although this conceptual framework has been widely used in modern industrial products, its application to traditional local products such as Palembang Kemplang crackers is still limited, so empirical testing is needed to ensure that the four variables truly represent the packaging design construct in the context of this study. Based on this, it is determined that Hypothesis (H2) is Packaging Design has a positive and significant effect on the purchasing interest of Palembang Kemplang cracker consumers.

Purchase intention is considered an initial stage that reflects consumers' tendency to choose a product before the actual purchase decision (Septiawati et al., 2025). In the context of local food products, consumers' perceptions of packaging design, including materials, appearance, shape, and information, can shape their impressions of the product's quality, trustworthiness, and appeal. Several studies have found that packaging design has a positive influence on consumer purchase interest (Budiono et al., 2025; Maharani & Mutaqin, 2024; Safitri et al., 2024), but empirical evidence on traditional local products is still limited.

Research on the packaging design of Palembang Kemplang crackers has specific objectives and benefits. The main objective of this study is to develop a measurement scale for the packaging design of Palembang Kemplang crackers based on VoC, test its validity and reliability, and analyze the effect of packaging design on consumer purchase interest using the SEM-PLS method. The practical results of this study are expected to serve as a basis for designing alternative Kemplang packaging that is more functional, informative, and in line with market preferences, thereby increasing the competitiveness of MSMEs. Academically, this research contributes to the development of a model for evaluating packaging design based on consumer perception for local traditional products. In addition, the research subjects will receive recommendations for marketing strategy improvements, which will be represented in the form of a mockup design for Palembang Kemplang packaging that is more in line with consumer needs and preferences.

RESEARCH METHODS

A mixed-method research approach integrating Voice of Customer (VoC) and Partial Least Squares-Structural Equation Modeling (PLS-SEM) was used to identify the determining factors of packaging design and test their influence on consumer purchasing interest in Palembang Kemplang crackers. Sampling was conducted using purposive sampling to ensure that respondents had relevant experience with the research object.

The sample size was determined using G*Power analysis as recommended by (Kock & Hadaya, 2018). Based on the parameters $\alpha = 0.05$, power = 0.95, and effect size = 0.15, a minimum requirement of 129 respondents was obtained. This study set 150 respondents to increase the stability and reliability of the estimation results. Data collection was conducted in two stages. The first stage used an open-ended VoC-based questionnaire to explore consumer needs, expectations, complaints, and preferences regarding Kemplang packaging. The responses obtained were then analyzed qualitatively through a process of categorization and synthesis to produce customer need attributes (WHATs), which were then translated into structured needs as the basis for developing quantitative research instruments.

Table 2. Voice of Customer Categorization

Needs	Customer Statement	Customer Needs
1	I feel that the current Kemplang packaging looks thin.	The packaging material must be thick and durable.
2	Kemplang crackers quickly lose their crispness after the package is opened.	The packaging must be airtight to maintain crispness.
3	I want packaging that is safe for food and odorless.	The packaging material must be food-grade and hygienic.
4	I believe the ideal packaging is laminated plastic that is not easily torn.	The packaging material should be strong laminated plastic.
5	I want the packaging to show that this product is a specialty of Palembang.	The packaging should display Palembang's identity/characteristics.
6	The color and the design of the packaging influence my interest.	The visual design of the packaging must be attractive.
7	The Kemplang packaging is difficult to reseal after opening.	The packaging must have a resealable system (zip-lock).
8	Packaging that can stand upright looks neater.	The packaging should use a standing pouch form.
9	I want packaging that is easy to carry.	The packaging shape must be practical (various size options).
10	The current packaging looks simple and less appealing.	The packaging appearance must be attractive and modern.
11	I want packaging that is practical for storage after opening.	The packaging must be user-friendly and resealable.
12	I find it difficult to locate product information.	Product information on the packaging must be clear and readable.
13	The halal logo on the packaging is not clearly visible.	The halal logo must be clearly displayed.
14	I need information about the net weight of the product.	The net weight information must be stated on the packaging.
15	I want to know the ingredient composition and nutritional value.	Ingredient composition and nutritional information must be provided.
16	I want to know the production and expiration dates.	Production and expiration dates must be stated clearly.
17	Good packaging makes me more confident to purchase.	The packaging must increase consumer trust and purchase intention.
18	I am more interested in buying products with attractive packaging.	The packaging must enhance purchase appeal.
19	Strong packaging material makes me more confident in buying.	Durable packaging material must increase consumer trust.
20	Complete information makes me feel confident about the product.	The packaging must provide a sense of safety and assurance.
21	Practical packaging makes me want to repurchase.	The packaging must support user convenience and repurchase intention.

Source: Questionnaire results.

In the second stage, data collection was conducted using a closed questionnaire with a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), to assess consumer

perceptions of packaging design attributes and purchase intent. The instrument was developed based on the results of Voice of Customer (VoC) identification and consisted of five main constructs, namely packaging material (PM), packaging appearance (PA), packaging shape (PS), packaging information (PI), and purchase interest (PI).

Table 3. Closed Questionnaire Indicators

Variable	Notation	Indicator	Needs
Packaging Material (MK)	MK1	Kemplang cracker packaging uses laminated plastic (food-grade and odorless).	3,4
	MK2	Kemplang cracker packaging is made of a durable material that is not easily damaged.	1,4
	MK3	Kemplang cracker packaging uses material resistant to air and moisture to maintain product crispness.	2
Packaging Display (TK)	TK1	The packaging design reflects Palembang's cultural identity.	5
	TK2	The information on the packaging is written in a clear and readable font style.	6, 12, 10
	TK3	The packaging color is visually attractive and eye-catching.	6, 10
Packaging Form (BK)	BK1	The packaging is easy to open and reseal.	7,11
	BK2	The packaging shape is practical and easy to carry.	9,11
	BK3	The packaging size varies based on net weight options.	9
	BK4	The packaging form is unique and attractive (standing pouch).	8
Packaging Information (IK)	IK1	The brand name/logo is displayed on the packaging.	12,13,14,15,16
	IK2	Production address is stated on the packaging.	
	IK3	Net weight information is clearly stated.	
	IK4	Ingredient composition is provided.	
	IK5	Production date and/or batch code are stated.	
	IK6	The distribution permit/license number is displayed.	
	IK7	The halal certification logo is clearly displayed.	
	IK8	Nutritional information is provided.	
Purchase Interest (MB)	MB1	I am interested in purchasing Kemplang crackers after seeing the packaging shape and visual appearance.	17,18,21
	MB2	I am interested in purchasing Kemplang crackers after reading the information provided on the packaging.	17, 20
	MB3	I am interested in purchasing Kemplang crackers if the packaging material is of high quality.	19

Source: Questionnaire results.

The research data was analyzed using SmartPLS 3.0 software with a confidence level of 99%. The analysis stages included two main processes, namely measurement model evaluation and structural model testing. Convergent validity and reliability assessments were conducted by referring to the criteria suggested by Hair et al. (2021). In addition, this study applied a reflective-formative hierarchical component model (HCM) approach, in which lower-order constructs were treated as reflective, while higher-order constructs were modeled formatively (Sarstedt et al., 2017).

RESULTS AND DISCUSSION

The participants in this study were consumers of Palembang Kemplang crackers residing in South Sumatra Province, aged between 17 and 40 years old. The number of respondents participating in this study was 150, with the characteristics of the respondents presented in Table 4. This age range was chosen because at this stage, individuals are considered to have mature

cognitive abilities in making purchasing decisions (Musso et al., 2022). Furthermore, the majority of respondents were female, and most respondents had purchased Kemplang crackers at least twice in the past year. All respondents in this study had purchased and consumed Palembang Kemplang crackers and had interacted with the packaging either directly in stores or through marketplaces.

Table 4. Respondent Demographics

Characteristics	Total	Percentage
Gender		
Male	74	49,3%
Female	76	50,7%
Age		
17-24 Years	40	26,7%
25-32 Years	59	39,3%
33-40 Years	29	19,3%
>40 Years	22	14,7%
Occupation		
Government Employee	13	8,7%
Private Employee	57	38%
Entrepreneur	41	27,3%
Student	34	22,7%
Others	5	3,3%
Domicile		
Palembang City	102	68%
Outside Palembang City	48	32%
Purchase Frequency		
Very frequent (> 2 times per week)	28	18,7%
Frequent (1–2 times per week)	64	42,7%
Occasional (2–4 times per month)	47	31,3%
Rare (3–6 times per year)	11	7,3%
Very rare (< 3 times per year)	0	0%

Source: Questionnaire results.

The research data were processed and tested at the measurement model stage to ensure that the constructs used met the criteria of validity and reliability, and did not experience multicollinearity problems. The measurement model was evaluated using a second-order construct approach, with reference to the recommendations (Hair et al., 2021; Sarstedt et al., 2019; Vinzi et al., 2010). Reliability testing was conducted by evaluating the outer loading, Cronbach's Alpha, and composite reliability values. Indicators with outer loading values below 0.7 were eliminated because they did not meet the measurement eligibility criteria according to Vinzi et al. (2010). Construct reliability was deemed to be fulfilled if the Cronbach's alpha and composite reliability values were above 0.7, with a minimum acceptable limit of 0.7 according to Sarstedt et al. (2017). Based on the analysis results presented in Table 5, all constructs at the higher order level showed outer loading, Cronbach's alpha, and composite reliability values that exceeded the recommended threshold. This indicates that the measurement model has a good level of reliability. Construct validity testing was then carried out using the Average Variance Extracted (AVE) value.

A construct is considered to have convergent validity if the AVE value is greater than 0.5, which means that the indicator can explain more than 50% of the variance of the measured construct (Vinzi et al., 2010). The AVE values for all top-level constructs listed in Table 5 have

met this criterion, so the measurement model is considered to have convergent validity. In addition, a multicollinearity test was conducted to ensure that there was no high correlation between the constructs in the model. The criteria used stated that the model was free from multicollinearity problems if the Variance Inflation Factor (VIF) value was below 5 (Hair et al., 2021). The test results show that all VIF values are within the permissible limits, so it can be concluded that the research model does not experience multicollinearity problems.

Table 5. Results of convergent validity, reliability, and collinearity tests

<i>Variabel</i>	<i>Item</i>	<i>Outer Loading</i>	<i>VIF</i>	<i>Cronbach's Alpha</i>	<i>rho_A</i>	<i>Composite Reliability</i>	<i>Average Variance Extracted (AVE)</i>
DK	MK	0,895	2,792	0,875	0,888	0,915	0,731
	TK	0,903	3,224				
	BK	0,885	2,794				
	IK	0,723	1,518				
MB	MB1	0,950	4,660	0,945	0,945	0,965	0,901
	MB2	0,948	4,638				
	MB3	0,948	4,512				

Source: SmartPLS version 4.

In the next stage, structural model testing was conducted to assess the relationships between constructs in the research model. The results of structural model estimation on higher-order constructs are presented in Figure 1.

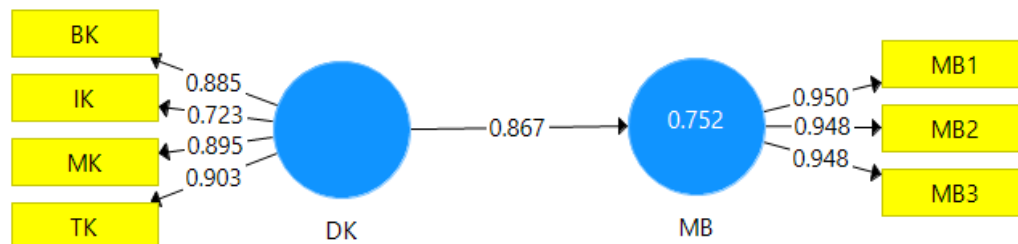


Figure 1. Results of the Structural Higher Order Construct Test
Source: SmartPLS version 4.

The structural model evaluation indicates that Packaging Design (DK) exerts a substantial and statistically significant influence on Purchase Interest (MB). The coefficient of determination (R^2) of 0.752 suggests that approximately 75.2% of the variance in purchase interest is accounted for by packaging design within the proposed model, while the remaining proportion is attributed to other variables not included in this study. Following the assessment of the model's explanatory power, hypothesis testing was conducted to examine the relationships among the constructs. The outcomes of the structural path analysis are summarized in Table 7.

Table 6. Results of the coefficient of determination test

	R Square	R Square Adjusted
DK -> MB	0,752	0,750

Source: SmartPLS version 4.

Table 6 presents information used as the basis for statistical analysis to test the formulated hypotheses. Based on the test results, the first hypothesis (H1) was proven to be supported. The

dimensions of packaging material, packaging appearance, packaging shape, and packaging information have a significant relationship in forming the Packaging Design construct. This is indicated by the t-statistic value of each dimension being above 2.58 at a significance level of 1%, thus statistically showing a significant effect.

Table 7. Hypothesis Testing

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
BK $\leftarrow$ DK	0,615	0,615	0.023	39.134	0.000
IK $\leftarrow$ DK	0,502	0,503	0.047	15.460	0.000
MB1 $\leftarrow$ MB	0,660	0,660	0.010	91.729	0.000
MB2 $\leftarrow$ MB	0,658	0,658	0.009	103.159	0.000
MB3 $\leftarrow$ MB	0,658	0,659	0.008	119.039	0.000
MK $\leftarrow$ DK	0,622	0,623	0.024	37.536	0.000
TK $\leftarrow$ DK	0,627	0,627	0.017	52.310	0.000

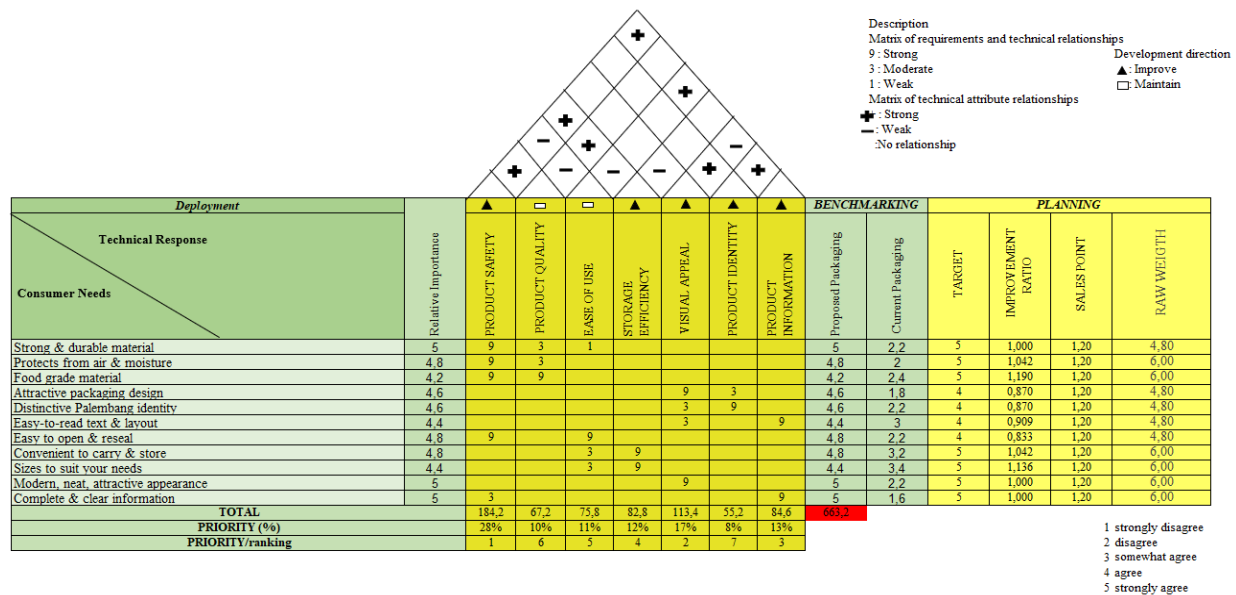
Source: SmartPLS version 4.

Silayoi & Speece (2007) and Klimchuk dan Krasovec (2012) emphasize that material is a major structural element in packaging design because it affects the perception of quality, safety, and functionality of packaging. The dominant role of packaging appearance is consistent with Underwood and Klein (2002) and Sekarlaranti dan Juanedi (2016), who show that visual elements such as color, graphics, typography, and layout play an important role in building brand appeal and association. Additionally, the significant influence of packaging design supports the findings of Rundh (2016) and Saputra dan Bahrhun (2023) that the practicality and ergonomics of packaging contribute to consumer preferences and purchasing interest. Meanwhile, the role of packaging information is in line with Setiawardhani (2025) who emphasizes that label information serves as a medium for communicating value, quality assurance, and the basis for consumer decision-making. These findings confirm that Kemplang packaging design is an integrated construction of materials, appearance, shape, and information that together represent the concept of Packaging Design strongly and consistently.

Further statistical analysis indicates a significant relationship between Packaging Design and Purchase Interest. This is demonstrated by a T-statistic value that exceeds the critical value of 1.96 at a significance level of 0.05. Therefore, the second hypothesis (H2) is accepted. The findings reveal that consumer perceptions of packaging design have a significant effect on the level of purchase intention. The better consumers' assessment of the quality, aesthetics, and suitability of the packaging design, the greater their tendency to purchase Palembang Kemplang crackers. Visually appealing packaging with cultural relevance can increase product appeal and trigger impulse purchases, thereby strengthening purchase intent (Pamungkas & Pramesti, 2021). In line with this, Rundh (Rundh, 2016) states that packaging serves as a strategic instrument in creating added value while differentiating products in the market .

The House of Quality (HoQ) was developed to translate consumer needs (WHATs) into technical responses (HOWs) that can be used as the basis for designing Palembang Kemplang cracker packaging. The HoQ matrix integrates the results of Voice of Customer (VoC), consumer importance levels, technical requirement relationships, benchmarking, and development target planning in accordance with the research by Mahendra et al. (2025). Based on the left side of the matrix (Customer Requirements), ten main consumer requirements for Kemplang packaging were obtained, namely strong and durable material, airtight and non-sticky material, food grade material, attractive packaging appearance, distinctive Palembang identity, easy to open and reseal (zip-lock), practical to carry and store, appropriate size, modern and neat appearance, and complete and clear information.

The highest importance rating was given to the requirement of “complete and clear information” (5.0), followed by “strong and durable material” (5.0), and “modern, neat, and attractive appearance” (5.0). This shows that consumers not only value the aesthetic aspects but also strongly emphasize the functional and informative aspects of the packaging. At the top of the matrix (Technical Responses), seven technical responses relevant to consumer needs were identified, namely: product safety, product quality, ease of use, storage efficiency, visual appeal, product identity, and product information. The relationship between consumer needs and technical responses was assessed using a scale of strong (9), moderate (3), and weak (1).



Based on the technical absolute weight and technical characteristic weight calculations, the priority technical responses that need to be focused on in packaging design were obtained. The technical responses with the highest weights were: product safety (28%), visual appeal (17%), product information (13%), and storage efficiency (12%). These findings indicate that improving the quality of the packaging barrier (to maintain crispness), improving visual aesthetics, and ensuring the completeness of label information are key aspects in the development of Palembang Kemplang packaging design.

Matrix roof analysis (roof of HoQ) shows the relationship between technical responses. There are seven positive correlations. Conversely, five potential trade-offs were found. In the benchmarking section, existing Kemplang packaging was compared with the ideal target. The results show that the current packaging is still below target, especially in terms of appearance and packaging information. Therefore, target planning sets improvements in the use of food-grade laminated plastic, the addition of a zip-lock feature, a visual design that highlights the identity of Palembang, and improvements to the information label (composition, net weight, production/expiration date, distribution permit, and halal logo).

Overall, the HoQ results show that the recommended Kemplang packaging design is a standing pouch made of paper foil with high-barrier food-grade laminated plastic, equipped with a zip-lock feature, with a modern visual design featuring the distinctive identity of Palembang, as well as complete and easy-to-read label information. The implementation of these recommendations is expected to enhance the functional quality and aesthetic appeal of the

packaging, thereby strengthening consumer attraction and trust in Palembang Kemplang crackers.

As a reference and example of packaging design based on research results, the author then designed a prototype of the Kemplang Palembang cracker packaging. Figure 3 shows the front and back sides of the design prototype for Palembang kemplang cracker products developed by the author based on the results of the VOC. On the front side, it displays: (1) Product Name, (2) Halal Logo, (3) Illustration of the Mascot, (4) Songket Motif, (5) Transparent Windows, (6) Net Weight, and (7) Trademarks. On the back: (1) Productays, (8) Nutritional Value Information, (9) Product Composition, (10) Production Date/Code, (11) Distribution Permit Number (P-IRT), (12) Visual Elements of Typical Buildings, (13) Expiration Date; and (14) Production Address.



Figure 3. Packaging prototype based on research results
Source: Author Design.

CONCLUSION

This research shows that the Voice of Customer (VoC) approach is effective in identifying consumer needs related to the packaging of Palembang Kemplang crackers, where the packaging design is significantly shaped by the dimensions of material, appearance, shape, and information, with an explanatory power of more than 70% and valid and reliable instruments. The SEM-PLS results confirm that packaging design has a strong influence on purchase interest, where approximately 75% of the variation in purchase interest can be explained by packaging design, emphasizing that consumers evaluate packaging holistically, including material safety, ease of use, completeness of information, and visual esthetics. The research findings contribute to a theoretical understanding of the factors determining consumer purchase interest from the perspective of packaging design, particularly for regional specialty food products. This contribution of knowledge is expected to become a preference for the actors of Palembang kemplang SMEs and the local government. This is because local products need to carry regional

identity, which is not only expected to be recognized in Indonesia but also widely known globally if they become export commodities.

Furthermore, the author suggests that kemplang SMEs prioritize improvements in packaging materials, appearance, shape, and information based on consumer needs and the distinctive local wisdom of Palembang city. As a design example, the author then designed a packaging prototype based on the research findings, which is expected to serve as a reference for kemplang SMEs and the Palembang city government. For further research, the author recommends expanding the scope of the study and adding other variables, while the government and related institutions are expected to utilize the research findings as a basis for packaging design assistance programs and strengthening the branding of local products based on regional wisdom.

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