

THE INFLUENCE OF FEATURES AND PACKAGING ON THE TOTAL SALES OF BATH SOAP PRODUCT

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***Abstract :** A few things that determine consumer choice of bath soap product is the features and appearance of the product of interest. This research result indicates product packaging is affect campus student in buy bath soap product while features have no influence against purchase bath soap products.*

***Keywords :** Features, packaging, total sales, bath soap.*

Abstrak : Sedikit hal yang menentukan pilihan konsumen atas produk sabun mandi seperti fitur dan kemasan produk. Hasil penelitian ini menunjukkan bahwa kemasan produk mempengaruhi mahasiswa untuk membeli sabun mandi sedangkan fitur produk tidak mempengaruhi pembelian sabun mandi.

***Kata kunci :** Fitur, kemasan, total penjualan, sabun mandi.*

INTRODUCTION

At this time, almost everyone has a desire to take care of yourself by using the best bath soap products. Be sure each person using a bath soap to clean her up. Every consumer is interested in purchasing a product, especially bath soap product is through product features and product packaging since it is the first impression. To that end, the bath soap is one of the products needed

by everyone so that this product is a product of a household needs is very strategic to be examined, in particular by conducting research how product features and appearance of products may affect the consumers especially students on campus decided to buy product bath soaps. In this case, the manufacturer of bath soap needs to know the reasons consumers especially students on campus decided to buy bath soap.

The management company of bath soap must make policies that product is a means of bathing soap consumers especially to observe campus student for peel, health hygiene and fragrance that matches, then create and display features a bath product look attractive by consumers especially campus student.

Based on the description in the background of the formulation of the problem, then the problem is how the influence of features and product packaging against total sales of bath soap by campus student. To find out, how big the influence of product features and product packaging against bath soap total sales compared to other bath soap. To know the campus student considerations in buying bath soap.

The benefits of this research is conducted (1) for bath soap manufacturer, expected to help X bath soap companies as a comparison, consideration, determine next steps and determine variable that can be increase sales in the future; (2) For the bath soap consumer, as a contribution to the library and additional material of knowledge at the time of the campus student do the purchasing decision.

Understanding of Product

According to Swasta (2000) is a complex product that can be touched or not, including packs, color, price, the prestige of the company and retailers, service companies and retailers that are accepted by the buyer to satisfy his needs or desires.

Understanding of Features

According to Williamson (1983) the feature is something that is more free and organized with the purpose of individual style. Specifically, among the users of the product has a value for the feature. Recommended use to sell a product and distinguish each other. The selected feature is where customers choose one of the many options. Features have many categories and groups, a category can be a feature of some groups, for example, the color category feature consists of groups of colors red, green, blue, etc. Product features commonly likened to a product

category. By dividing the product category, then the consumer can have the ability to search for products, because when customers find a category that is adapted to existing features then the consumer will choose the product.

Product features have a key role to make a good product. The key feature of the product is composed of several types, namely factory capability, resource utilization, prescription products, product quality assurance, date of print products, project management, care management and prevention, statistical process control.

A feature is a work that is creative, subjective, especially meant to make glad, and provide information to the reader about a product or aspect of the product. Romli (Tempo Magazine Issue 9) explains that there are a number of existing features of research, so that it can be found several characteristic features, among others (1) having the meaning of human interest, writing features give an emphasis on the fact that is considered capable of moving the emotions, entertaining, or eliciting empathy. A feature containing terms of human interest because it is more toward understanding; (2) There is a literary element, features must contain a literary so it can be printed factor and informative against a product as of information for users of the products; (3) Features characteristics (a) Creative, allows manufacturers to create a fictitious form of research rather than fact, (b) Subjective, a feature must use a first person perspective as a way of getting the facts about a product, (c) Informative, a features tend to value information about member products or aspects of products that are useful to the community, (d) Entertaining, a feature should have different colors so that users understand the usefulness of these features in a product, (e) Not limited by time, a features will never be obsolete by the time or dateline because a feature is attached to a product.

The more features, the products offered by the manufacturer, then the consumer will be more satisfied with their needs. According to Armstrong and Kotler (2007) feature is a tool of competition to distinguish the company's products to similar products that become competitors.

Understanding of Packaging

According to Armstrong and Kotler (2007) product is all the things that are offered to the market in order to attract attention, acquisition, use, or consumption that can satisfy a desire/ need. According to Blaich and Blaich (1993) display the products contribute to the appearance of the product through the influence of the actual management refers to the characteristics of the products. Product overview is divided into hard and soft values values (hard and soft values). It must be Hard to correct values can satisfy consumers while the soft values relating to products that are environmentally friendly, easy to use and shape differences. Product makers must unite all hard values & soft values against a product. Features shown a negative impact can neutralize the product from a product. Products to smartphone consumers is divided into two segments, namely (1) Products for daily needs, consumer products and services purchased by consumers for personal consumption; (2) Shopping products, shopping products products and services consumers who purchased less frequently and customers compare the suitability, quality, price and style of the product carefully. The form is very important to improve the merchandise, making it easier for customers to visualize how the goods to be traded is visible on them.

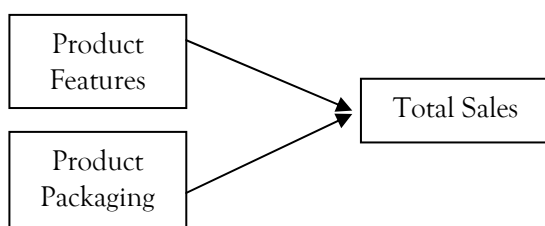


Figure 1 Conceptual Framework

Hypotheses:

- H₁ The product features influence the total sales of Bath Soap Product.
 H₂ The product packaging influence the total sales of Bath Soap Product.

RESEARCH RESULTS

According to Sugiono (2003) that the correlations between grains with a certain score (corrected items total correlation) less than 0.3 then grain in the instruments declared invalid. Result show that the value of corrected item total correlation above 0.3. All can be seen on a table 1 to 3.

Table 1 Test results of Reliability and Validity of Product Features

Indicator of Research	Corrected Item Total Correlation	Cronbach Alpha
X1.1	0.399	0.651
X1.2	0,518	
X1.3	0.477	

While the reliability tests of product features, product packaging and total sales can be said to be reliability, because the value of Cronbach Alpha is above 0.60.

Table 2 Test results of Reliability and Validity of Product Packaging

Indicator of Research	Corrected Item Total Correlation	Cronbach Alpha
X2.1	0.470	0.623
X2.2	0.428	
X2.3	0.399	

Table 3 Test results of Reliability and Validity of Total Sales

Indicator of Research	Corrected Item Total Correlation	Cronbach Alpha
Y1	0,449	0,699
Y2	0,529	
Y3	0,570	
Y4	0,403	

As for the number of student respondents in this study amounts to 100 students the campus attendees Business Law, Management and Human Resource Management courses. The sampling method used is the purposive sampling as described by Supranto (2007) as a sampling technique that is part of the sample the non-probability is not random. These samples are summarized in a statistical description which is then checked for validity and reliability of the data used. The Data is valid and reliability is then analyzed by researchers using regression methods.

Table 4 Result of Hypothesis Test

Variable	B	T	Sig.	VIF
Constant	19.851	8.179	0.000	-
Product Features	0.167	1.506	0.135	1.008
Product Packaging	-0.405	-2.683	0.009	1.008

R 0.309, Adj R² 0.077, F_{2,97} 5.138 Sig. 0.008

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From these results it is known that the product packaging has an impact on Total Sales of Bath Soap because the value of a meaningful value 0,009 significance that mean value smaller than 0,05. So the second hypothesis is supported.

CONCLUSION

The results of this research demonstrate the product packaging is influence the total sales of Bath Soap, while Bath Soap product features do not have influence on total sales of X Bath Soap.