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## **Analysis of Price and Healthy Food Packaging Information on Purchasing Behavior through Customer Satisfaction**

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### **Abstract**

This study analyses the effect of price and product information on healthy food packaging on consumer purchasing behaviour, with customer satisfaction as a mediating variable. Changes in consumer behaviour are triggered by easy access to information, increased awareness of quality of life, and social and cultural factors. Using a quantitative approach with PLS analysis, this study involved healthy food consumers as respondents. The results show that price and packaging information have a significant impact on purchasing behaviour, both directly and through their effect on customer satisfaction. These findings emphasise the importance of product communication strategies and appropriate pricing to increase satisfaction and encourage purchasing decisions in an increasingly competitive healthy food market.

**Keywords:** Consumer Behavior, Packaging Information, Healthy Food, Satisfaction

### **INTRODUCTION**

Consumer behaviour has changed significantly in the modern era. In the past, there were relatively few choices of goods available. Customers tended to accept whatever choices were available to them. However, with advances

in technology and growing consumer knowledge, purchasing patterns have also become more complex. In addition to purchasing goods, consumers in the modern era are also quite selective about what they choose. They consider several variables, including product origin,

brand, cost, and quality. Several variables cause this shift in consumer behaviour. First, buyers can compare various products more easily thanks to easy access to information through technology. Second, customers are encouraged to choose better products that meet their needs as a result of increased knowledge about the importance of quality of life. Third, consumer preferences are also shaped by social and cultural factors. (Shirinli, 2023).

Consumer behaviour is a multidimensional phenomenon influenced by various internal and external factors. Economic, social, psychological, and personal aspects influence consumer behaviour (Aprilya et al., 2024). Consumer behaviour encompasses several key actions, including identifying needs, gathering information, evaluating options, and making purchasing decisions (Maharani & Tazliqoh, 2024). In today's market, the decision-making process has become complex due to the large number of products available. Impulsive buying is an interesting aspect of consumer behaviour, where individuals make unplanned purchases without careful consideration (Rotinsulu et al., 2024).

Understanding the factors that influence impulse buying is crucial for marketers and policymakers. High purchase frequency often leads to unnecessary or excessive product accumulation, indicating a conflict between desire and actual need (Tuzzahra, 2024). This mismatch can result in product returns, exchanges, or buyer's remorse. Consumer behaviour research seeks to identify the psychological, sociological, and environmental factors that influence consumer choices. This knowledge helps develop more effective and sustainable marketing strategies (Amirulloh et al., 2024).

Product price is one of the main factors that influence consumer purchasing behaviour, as it reflects the value and benefits received from a product. In setting prices, companies consider various aspects, such as production costs, the level of competition, and consumer perceptions of price fairness and equity, to maintain a balance between profitability and customer satisfaction

(Banurea & Riofita, 2024).

Perceptions of fair pricing can increase trust and loyalty, especially in competitive markets with similar products. Research indicates that price perceptions have a significant influence on consumer purchasing decisions, particularly for frequently purchased products (Harnadi et al., 2021). Price not only determines product or brand choice, but also reflects the value consumers receive from a transaction.

Packaging plays a strategic role in influencing consumer purchasing decisions, serving not only as a product protector but also as a visual communication medium that reflects a brand's image and differentiates products from competitors (Reza, 2024). Attractive, informative packaging design that appeals to consumer cultural preferences through elements such as colour, shape, size, and material can build a positive perception of product quality and value. Colour, for example, can evoke certain emotions; green is associated with freshness, while red is associated with energy and passion. In a competitive market, innovative and relevant packaging design can create an emotional experience, strengthen the relationship between the product and consumers, and provide a competitive advantage for the company (Subudiartha et al., 2024).

Customer satisfaction arises from a comparison between consumer expectations and the perceived performance of the product, where expectations are influenced by factors such as price, product information, and packaging design. When a product meets or exceeds expectations, satisfaction levels increase, and this has a positive impact on purchasing behaviour (Sholikah & Ahmadi, 2024). Research shows that consumer involvement in the decision-making process has a greater impact on satisfaction than the amount of information provided, because direct experience creates a stronger perception of value. Conversely, excessive information can actually reduce purchasing interest; therefore, clear presentation and prominent visuals are crucial for attracting consumer attention. Thus, customer satisfaction plays a key role in strengthening the relationship between product information and

purchasing behaviour (Ghandi et al., 2023).

Although many studies, such as Zhao et al. (2021), have discussed factors that influence consumer behaviour, including price, product information, and customer satisfaction, a gap remains in understanding the integrated relationship between these factors, particularly in the specific context of healthy food products. Amid the rapid growth of products such as low-sugar biscuits, tea, and coffee, as well as MSG-free noodles, consumers are now more discerning in assessing the price and clarity of information on packaging as a basis for their purchasing decisions.

In this context, this study is important for analysing how price and product information on packaging influence consumer purchasing behaviour, with customer satisfaction as a mediator. To address this research gap, five hypotheses are proposed, namely: (1) product price is positively correlated with consumer purchasing behavior, (2) product information on packaging has a positive effect on consumer purchasing behavior, (3) product information has a positive effect on customer satisfaction, (4) customer satisfaction mediates the relationship between product information and consumer purchasing behavior, and (5) customer satisfaction has a positive effect on consumer purchasing behavior.

The results of this study are expected to provide valuable insights for consumers in understanding purchasing behaviour in an increasingly competitive healthy food market, particularly in relation to the clarity of information on packaging. Through an understanding of the influence of price and product information on purchasing behaviour, as well as the role of customer satisfaction as a mediator, this study aims to help consumers become more discerning and selective in evaluating healthy food products. In addition, these findings can also serve as a reference for producers in developing pricing strategies and packaging information that is more transparent and informative in order to increase customer trust and satisfaction.

## METHODS

This study employs a quantitative method with a cross-sectional design, in which data are collected once from respondents to test the relationship between variables using Structural Equation Modelling (SEM-PLS). The research subjects are consumers of healthy food products, with a total of 150 respondents selected using non-probability sampling techniques, specifically convenience sampling methods, based on the researcher's consideration of the respondents' suitability. The data used were primary data obtained through a 5-point Likert scale questionnaire, which measured respondents' perceptions of product prices, information on packaging, customer satisfaction, and consumer purchasing behaviour. Descriptive analysis was used to describe the characteristics of the data, while inferential analysis through SEM-PLS was used to test the direct and indirect effects of price and product information on purchasing behaviour, with customer satisfaction as a mediating variable.

## RESULTS

Before the data was analysed with SEM, validity and reliability tests were conducted using SmartPLS version 3 software. In the validity test, an indicator is considered valid if it has a loading factor of 0.5 or higher for the intended construct. Thus, latent constructs better predict indicators in their blocks than indicators in other blocks. Another method to examine discriminant validity is to look at the square root of the Average Variance Extracted (AVE) value. The recommended value is above 0.5. Reliability testing is conducted by examining the composite reliability value of the indicator block measuring the construct. The composite reliability result will be considered satisfactory if it exceeds 0.7. From the reliability test results above  $> 0.8$ , the reliability test can also be reinforced with Cronbach's Alpha.

To further clarify the validity and reliability results of the construct on Product Price, Product Information about Packaging, Customer Satisfaction, and Consumer Behaviour, see Table 1.

**Table 1.** Construct reliability and validity

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Product Price (X1)	0,580	0,591	0,779	0,542
Product Information about Packaging (X2)	0,692	0,731	0,809	0,516
Customer Satisfaction (M)	0,844	0,855	0,889	0,616
Consumer Purchasing Behavior (Y)	0,702	0,707	0,816	0,527
Customer Satisfaction (M)	0,844	0,855	0,889	0,616
Consumer Purchasing Behavior (Y)	0,702	0,707	0,816	0,527

Source: Data processing (2025).

From the results of the validity and reliability tests of all constructs, it can be seen that for validity, an Average Variance Extracted (AVE) value > 0.5 means that all variables are valid, while for reliability, a composite reliability value > 0.7 and Cronbach's Alpha > 0.5 mean that all variables are reliable.

Structural model testing is the development of a theory-based model in order to analyse the relationship between exogenous and endogenous variables that have been described in the conceptual framework. The stages of structural model testing (inner model) can be carried out using the Goodness of Model Fit. The results of the model fit measurement in this study can be seen in Table 2.

**Tabel 2.** Goodness of fit

	Saturated Model	Estimated Model
SRMR	0,095	0,096
d_ ULS	1,239	1,252
d_ G	0,312	0,314
Chi-Square	269,343	268,172
NFI	0,661	0,663

Source: Data processing (2025).

The SRMR value, also known as the Standardised Root Mean Square Residual, describes the level of error in predicting the independent variable based on the dependent variable. The residual estimate in this study has an original value of less than 0.1. d\_ ULS (The Squared Euclidean Distance) and d\_ G (The Geodesic Distance) indicate that a good research model must have a value greater than 0.05 (if using a 95% confidence interval) or > 0.01 (if using a 99% confidence interval). This means that the research model has a low residual distribution.

Next is the coefficient of determination stage, the results of which can be seen from the R Square value. The coefficient of determination is a percentage value that indicates the contribution of the predicting variable to the predicted variable. The higher the number, the higher the contribution of the independent variable in influencing the rise or fall of the dependent variable.

**Table 3.** R square

	R Square	R Square Adjusted
Customer Satisfaction	0,254	0,249
Purchasing Behavior	0,365	0,352

Source: Data processing (2025).

The results indicate that the influence of product price and packaging information on customer satisfaction is 25.4%. After that, the variables of product price, product information on packaging, and customer satisfaction account for 36.5% in consumer purchasing behaviour. After going through the determination coefficient stage, the next stage is hypothesis testing, which is the final stage after all parameters have been determined.

Based on the structural model and hypothesis testing, following the two-phase SEM technique, the measurement model results were used to test the structural model, including the research construction path.

## DISCUSSION

In addition to testing the structural model, the statistical significance of the research hypotheses was also investigated. The results showed that all hypotheses were consistent with the research of Shirinli (2023).

H1: The price of a product has a significant impact on purchasing behaviour. The statistical significance of the coefficient and the positive relationship indicate that when product prices increase, customer purchasing behaviour tends to improve. Product price is a direct element that generates revenue and indicates the success or failure of a product or service (Zhao et al., 2021). Pricing is an important factor that has a significant impact on consumer purchase decisions. Cost is usually the primary factor that influences consumers decisions to buy. For businesses to efficiently market their goods and services, they must understand how price influences consumer behavior (Johan et al., 2023).

H2: Consumer product information influences purchasing behaviour. For target consumers,

product packaging serves as an excellent networking tool, ultimately increasing their awareness. Packaging should effectively highlight key aspects of the product and brand, including material composition, purpose, and quality. To show respect for customers, packaging must include all this information in the Indonesian language. Not only is efficient packaging important for storing and preserving products, but it is also crucial for creating interest and motivating customers to make a purchase. Environmentally friendly packaging has become increasingly important. As a result, marketers must give high priority to this aspect and use best practices as much as possible, including the use of environmentally friendly recycled materials (Reza, 2024; Subudiartha et al., 2024).

H3: Product information affects customer satisfaction. Colour, quality, printing, content innovation, labelling, and packaging are key components of product information variables. Consumers tend to react positively to quality, colour, and content. Similarly, if a product is labelled with accurate information, it will increase the value of the product. Consumers respond specifically to the name, ingredients, and packaging of a product (Zhao et al., 2021).

H4: Customer satisfaction mediates the relationship between product information and consumer purchasing behaviour. This mediating effect highlights the importance of not only presenting useful and attractive product information on packaging, but also focusing on enhancing customer satisfaction to foster good purchasing habits. Customer satisfaction is a mediator for consumer purchasing behaviour (Shirinli, 2023).

H5: Customer satisfaction influences consumer purchasing behaviour. This supports the results Zhao et al. (2021).

**Table 4.** Hypothesis testing

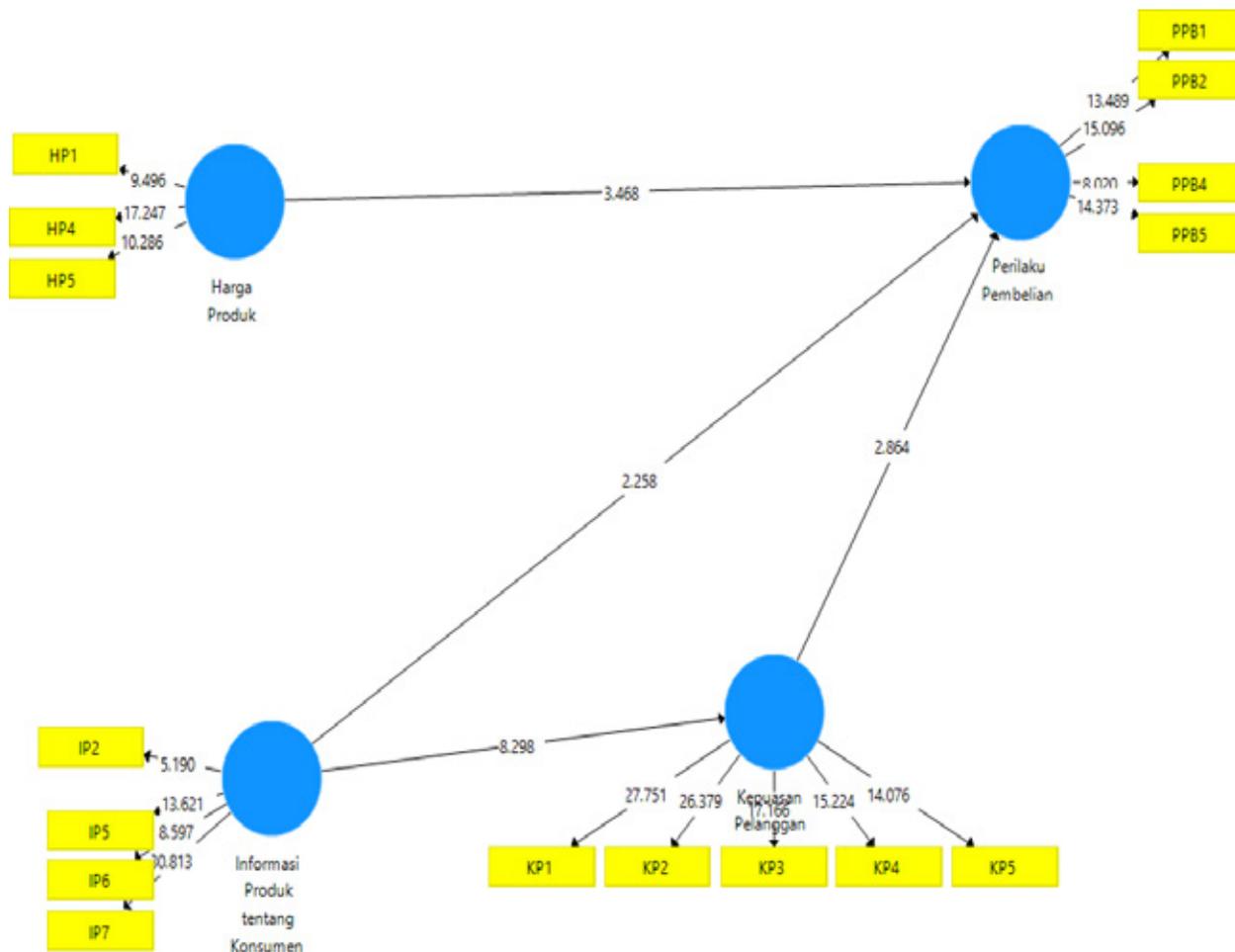
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistic ( O/ STDEV )</b>	<b>P Values</b>	<b>Hypothesis</b>
Product Price -> Purchasing Behavior	0,316	0,325	0,091	3,468	0,0001	H1 Accepted
Product Information about Consumers -> Purchasing Behavior	0,504	0,513	0,061	8,298	0,000	H2 Accepted
Product Information about Consumers -> Customer Satisfaction	0,203	0,210	0,090	2,258	0,024	H3 Accepted
Customer Satisfaction -> Purchasing Behavior	0,261	0,255	0,091	2,864	0,004	H5 Accepted

Source: Data processing (2025).

**Table 5.** Total indirect effect/mediation

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistic ( O/STDEV )</b>	<b>P Values</b>	<b>Hypothesis</b>
Product Information about Consumers -> Customer Satisfaction -> Purchasing Behavior	0,131	0,131	0,048	2,747	0,0006	H4 Accepted

Source: Data processing (2025).



**Figure 1.** Results of the path diagram on Smart PLS

Customer satisfaction is evaluated by obtaining feedback from customers after they have purchased a product or service, and then comparing it with their expectations. Customer satisfaction is calculated based on product or service performance that meets customer needs and desires. Satisfied consumers are those who believe that the product or service is worth buying, which will encourage them to purchase the product again. On the other hand, frustrated consumers may persuade others not to buy the same brand, ultimately leading to a switch to a competitor's brand (Zhao et al., 2021). According to Majeed et al. (2022), customer satisfaction is considered to influence repurchase intention and behaviour, which, in turn, contribute to an organisation's sales and revenue potential.

## CONCLUSION

Based on the research results, product price has a

positive effect on consumer purchasing behaviour, as does product information on packaging, which has been proven to have a positive impact on purchasing decisions. Additionally, product information has a positive effect on customer satisfaction, which acts as a mediating variable that strengthens the relationship between product information and consumer purchasing behaviour. Customer satisfaction has been proven to have a significant impact on purchasing behaviour. Overall, the influence of product price and packaging information on customer satisfaction is 25.4%, while the combined influence of product price, packaging information, and customer satisfaction on consumer purchasing behaviour reaches 36.5%. These findings indicate that price, packaging information, and customer satisfaction are important factors in shaping consumer purchasing behaviour towards healthy food products.

As a follow-up to the results of this study, future research is expected to expand its scope by adding other variables beyond product packaging information, price, and consumer satisfaction. Future studies should consider incorporating product quality as an additional variable, as it plays a significant role in shaping consumer satisfaction for healthy food products (Budiman & Mahadwartha, 2026). Researchers may also consider using different analysis methods, such as AMOS or Hayes SPSS, to obtain more in-depth results. In addition, conducting research in a more controlled environment will help ensure that consumer interactions with packaging information, price, and satisfaction can be observed more objectively. A sample size larger than 146 respondents is also recommended so that the results of subsequent studies have a higher level of reliability and generalizability.

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