

## FACTORS AFFECTING CONSUMER TASTE IN DETERMINING THE TYPE OF DRINK AGADES.ID LABUHANBATU



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### Abstract

The progress of a food and beverage product business can be noticed through its advertisements because by advertising its products, people will recognize it. Brand image also supports the success of a business, because a brand that is known to the wider community will influence consumer desires. Lastly is product design, where the form of packaging also influences consumer tastes from AGADES.ID, especially ZOZU products. Based on the results of the analysis and discussion that has been carried out, it can be concluded that the partial hypothesis testing shows that the advertising variable has a positive and significant effect on the consumer's taste variable, the brand image variable has a positive and significant effect on the consumer's taste variable and the product design variable has a positive and significant effect on variable consumer tastes. This result means that the variable consumer taste can be influenced by advertising, brand image, and product design variables by 30.4%, while the remaining 69.6% is influenced by other factors not discussed in this study, such as discipline, motivation, and so forth.

**Keywords:** Advertising, Brand Image, Product Design, Consumer Taste

## INTRODUCTION

SMEs in the Labusel Region have also proven to be able to survive when the economic crisis occurs. Their ability to survive when many big businesses go out of business and go bankrupt makes SMEs in the Labuhan Batu area the backbone of the economy capable of supporting people's welfare. The large number of business units and their ability to absorb labor demonstrate the strategic role of SMEs in alleviating poverty and advancing social welfare. The problem faced is the low consumer appetite which causes inequality between SMEs and large companies. This low productivity associated with the relationship between advertising, brand image, and product design is the concept of handling the development of SMEs in business units, starting from advertising, brand image, and product design in influencing consumer tastes.

According to Nila Kusuma Dewi, (2019), advertising is a message from a product or service that is conveyed to the public through a medium that is directed to attract consumers. Kevin et al., (2019) explained that brand image is consumer trust in a particular brand. Brand image is a perception that is formed in the minds of consumers that comes from past experiences when using the brand. The image of the brand is related to preferences and attitudes towards the brand. Consumers who have a positive image with the brand, create a positive attitude in the minds of consumers and ultimately make repeat purchases. Based on Saragih, MM., (2018), defining product design is an aspect of forming a product image.

One of the SMEs that is currently experiencing competition is a fruit drink or we call it juice. Today many people want fruits that are ready to eat without having to process them first. Therefore, business people are competing to be number one among their competitors. One of them is Agades.ID focuses on producing its own product under the name Zozu which comes from the Japanese word *juusu* (juice), because the pronunciation is difficult so it is changed to Zozu.

Zozu products from Agades.ID does not yet have advertising space on all social media and only via Instagram (IG). Because of this, Zozu products from Agades.ID is not well known among the general public. Based on the facts of the problem, the authors are

interested in concluding the influence of advertising on consumer tastes for Zozu products from Agades.ID.

The next factor influencing consumer tastes is brand image, where Zozu products from Agades.ID are relatively new so people still don't recognize Zozu products from Agades.ID well. The fact of this problem attracts the attention of the authors to examine the extent to which brand image influences consumer tastes in determining or choosing the type of drink in Harbor Stone, especially for Zozu products from Agades.ID.

In addition to advertising and brand image that affect consumer tastes is product design, where the packaging is made for Zozu products from Agades.ID has similarities to packaging for fruit ice products in general. This triggers consumer perceptions that Zozu products are the same as other fruit products. Based on the public's opinion about the Zozu product packaging from Agades.ID, the authors conclude that product design also influences consumer tastes.

Based on the phenomenon above, the author takes the title in this scientific article: Factors Affecting Consumer Taste in Determining or Choosing the Type of Drink in Labuhan Batu at Agades.ID specifically for the Zozu menu. The identified problems in this article are advertising, brand image, and product design. So, it has limitations regarding the factors that influence consumer tastes.

The formulated problem formulation is:

1. Does advertising affect consumer tastes in determining or choosing the type of drink in Harbor Stone at AGADES.ID?
2. Does brand image affect consumer tastes in determining or choosing the type of drink in Harbor Stone at AGADES.ID?
3. Does product design affect consumer tastes in determining or choosing the type of drink in Harbor Stone at AGADES.ID?
4. Does advertising, brand image, and product design affect consumer tastes in determining or choosing the type of drink in Harbor Stone at AGADES.ID?

## REVIEW OF LITERATURE

### Advertising

According to Kuspriyono, (2020), In economic theory, advertising is a part of marketing communications. Advertising companies are still very much needed even though the company has a very well-known brand. If a well-known brand does not advertise at all, it can affect brand value and can cause big losses in the short term. In the minds of consumers, advertising is accepted as a source of new knowledge about brands and has the potential to increase the added value of a brand.

According to Aswir & Misbah, (2020), advertising indicators used in this study:

- 1) Providing Information (to inform)
- 2) Persuading (to persuade)
- 3) Remind (to remind)

### **The Effect of Advertising on Consumer Taste in Determining or Choosing the Type of Drink in Labuhan Batu at AGADES.ID**

Previous research was conducted by Aswir & Misbah, (2020), entitled “The Influence of Advertising and Sales Promotion on Consumer Taste at Griya Puspendari Asri Tanjungpinang Housing”. The results of the study state that this study aims to determine the influence of advertising and sales promotions on purchasing decisions at Griya Puspendari Asri Tanjungpinang Housing. This study uses an associative method with a quantitative approach. Sampling was done by as many as 106 consumers of Griya Puspendari Asri Tanjungpinang Housing from 145 populations using the Slovin formula. Data collection was carried out by distributing questionnaires. The analysis technique used is multiple linear regression analysis using the t-test, F test, and the coefficient of determination test. The results showed that the variables of advertising and sales promotion partially or simultaneously had a positive and significant effect on consumer purchasing decisions at Puspendari Asri Tanjungpinang Housing. With the Adjusted R Square contribution of 61.1%, purchasing decisions are influenced by advertising and sales promotions, while the remaining 38.9% is influenced by other factors not examined in this study.

Thus, it can be concluded as follows:

H<sub>1</sub>: Advertising Has a Partial and Significant Impact on Consumer Taste.

### **Brand Image**

According to Arista & Astuti, (2019) In economic theory, brand image is an interpretation of the accumulation of various information received by consumers who interpret it as consumers and those who interpret it are information problems. Image information can be seen from the logos or symbols used by companies to represent their products, where these symbols and logos are not only differentiators from similar competitors but can also reflect the quality vision and mission of the company.

According to Desty Wulandari & Alananto Iskandar, (2018), indicators to explain brand image variables are as follows:

- 1) Quality products
- 2) Produced by a trusted company
- 3) Brands are easy to get
- 4) Establish good relations with consumers
- 5) A strong brand in the minds of consumers
- 6) Trustworthy brand
- 7) Brands are easy to recognize; Brands provide more benefits
- 8) Familiar brands are known in the minds of consumers

### **The Effect of Brand Image on Consumer Taste in Determining or Choosing Types of Drinks in Labuhan Batu at AGADES.ID**

Previous research was conducted by Arista & Astuti, (2019), entitled “Analysis of the Influence of Advertising, Product Design, and Brand Image on Consumer Taste”. The results of the study state that the era of globalization has made information and technology develop very quickly and can be known quickly. One of the information technologies is the Interconnected Network, more popularly the Internet. Therefore, to satisfy consumers, PT. Telkom published a product called Speedy. Many factors influence customers before

buying a consumer product. The purpose of this study is to determine the effect of Advertising, Product Design, and Brand Image on Consumer Tastes. Brand image is the highest independent variable that affects the dependent variable (consumer taste), then advertising, and finally product design.

Thus, it can be concluded as follows:

H<sub>2</sub>: Brand Image Has a Partial and Significant Influence on Consumer Taste.

### **Product Design**

According to Nf Mufreni, (2019), there are 6 elements that must be met when making a product design, namely, size, shape, material, color, text, and brand. Color plays an important role in conveying cognitive messages to prospective buyers, Professor Jennifer Aaker in her study concluded that there are 5 colors that dominate the market with their respective cognitive messages, these colors are light blue which symbolizes sincerity, red represents interest, green represents competence, purple represents stability and yellow represents resilience.

According to Haris, (2020), Product design is a management tool for translating the results of research and development activities carried out before they become real designs that will be produced and sold at a profit. One of the most important management functions in all organizations is to ensure that the inputs of various organizational resources result in properly designed products or services or produce outputs that satisfy the wants of consumers.

According to Hananto, (2021), indicators of product design are as follows:

- 1) Model, here describes how far a product looks and pleases consumers.
- 2) Attractive style, here another way to add customer value is through different product styles and designs.
- 3) Variation, designing new products that work to solve problems with existing designs.
- 4) Up to date, by way of updating a product made which is updated from the previous condition.

## **The Effect of Product Design on Consumer Taste in Determining or Choosing the Type of Drink in Labuhan Batu at AGADES.ID**

Previous research was conducted by Haris, (2020), entitled “Quality and Product Design in Improving Consumer Satisfaction and Taste (Case Study of Dagadu Clothing, Yogyakarta)”. This study aims to analyze the influence of product quality and product design with intervening variables, DAGADU products in Yogyatourium Yogyakarta. The result of the research is that the first hypothesis is rejected. The second hypothesis is rejected. The third hypothesis is rejected. The fourth hypothesis is accepted. The fifth hypothesis is rejected. The sixth hypothesis is rejected. The seventh hypothesis is accepted.

The conclusions of this study are:

- 1) Product quality has a negative and insignificant effect on consumer satisfaction;
- 2) Product design has no significant positive effect on customer satisfaction;
- 3) Product quality has a negative and insignificant effect on consumer loyalty;
- 4) Product design has a positive and significant effect on consumer loyalty;
- 5) Consumer tastes have a positive but not significant effect on consumer loyalty;
- 6) The effect of product quality on satisfaction as an intervening variable is not able to give a positive and significant effect on increasing consumer loyalty;
- 7) The influence of product design with satisfaction as an intervening variable is able to have a positive and significant influence on increasing consumer loyalty.

Thus, it can be concluded as follows:

H<sub>3</sub>: Product Design Has a Partial and Significant Influence on Consumer Taste.

### **Consumer Tastes**

According to Aswir & Misbah, (2018), taste is the impression consumers get when they feel the product or service provided by the merchant or the actions that are directly involved in obtaining, consuming, and consuming the product. From this definition, it can be concluded that consumer taste is something that consumers pay

attention to in finding, obtaining, buying, using, consuming, and spending the product needed by producing the impression/thing they like when they feel the product.

The indicators used in this study are:

1) Consumer Impression

Consumer impression is a perception that Stimuli received and becomes a valuable picture for someone.

2) Product Use Value

Product use value is a production activity that has form, service, place, time and property to be managed into a valuable product.

3) Form of Each Product

The shape of each product is a place design or product packaging that attracts consumers in determining the product they want to buy.

**The Effect of Advertising, Brand Image, and Product Design on Consumer Taste in Determining or Choosing Types of Drinks in Labuhan Batu at AGADES.ID**

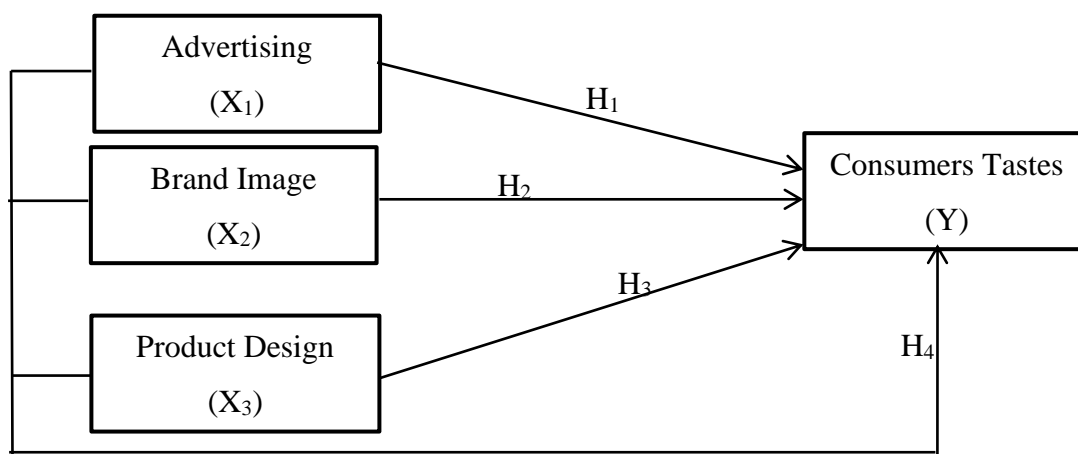
Previous research conducted by Fetrizen & Aziz, (2019), entitled “Analysis of the Influence of Advertising, brand image, product design on Consumer Taste of Bottled Drinking Water (AMDK) Brand AICOS Production of PT. Bumi Sarimas Indonesia. In this study, the research describes several variables that affect consumer tastes, namely advertising, brand image, and product design, which are also called independent variables, and consumer tastes are called dependent variables. Through the research results obtained by the researcher, the researcher draws the conclusion that the advertising and product design independent variables have a significant effect on consumer tastes because the sig value  $< 0.05$ . Whereas for the independent variable brand image has no significant effect on consumer tastes because the sig value is  $> 0.05$ . This is because consumers who have been interviewed stated that the quality of bottled water products is almost the same.

Thus, it can be concluded as follows:

H<sub>4</sub>: Advertising, Brand Image, and Product Design Have a Simultaneous and Significant Influence on Consumer Taste.



Based on the background and literature review above, the researcher concludes the conceptual framework as follows:



**Figure 1.**  
**Conceptual Framework**

## RESEARCH METHOD

This research examines the factors that influence consumer tastes in determining or choosing the type of drink in Labuhanbatu at AGADES.ID. which is located at Jl. SM. RAJA in front of Suzuya Mall. The approach used in this research is quantitative which aims to test the theory. Before testing the hypotheses in this study, relevant data is needed first. The purpose of using a quantitative approach is to test the hypotheses put forward in the research in the form of numbers and analysis using statistics. Based on the level of naturalness of the research location, the method used is a survey method that is used to obtain data from certain natural (not artificial) places, but research does treatment in data collection, for example by distributing questionnaires, tests, structured interviews and so on (Sugiyono, 2012).

The population used by the authors, in this case, is 120 consumers at AGADES.ID Labuhan Batu. The sample is part of the number and characteristics possessed by the population. Sugiyono, (2015). The sampling technique used is to use the Slovin formula with the sample search as follows:

$$n = 120 \frac{30}{100}$$

n = 40

Information:

n = Number of samples

N = Population size

e = Margin error (10% or 0.1)

## RESULTS AND DISCUSSION

### Normality Test

The normality test is to find out whether the data distribution follows or approaches the normal distribution. One way to see normality is to look at the histogram and plot graphs that compare two absorptions with distributions that are close to the normal distribution.

**Table 1**  
**Data Normality Test**  
**One-Sample Kolmogorov-Smirnov Test**

			Unstandardized Residual
N			40
Normal Parameters <sup>a,b</sup>	Mean		,0000000
	Std. Deviation		1,59672217
Most Extreme Differences	Extreme	Absolute	,117
		Positive	,117
		Negative	-,103
Test Statistic			,117
Asymp. Sig. (2-tailed)			,183 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on the table above, it can be seen that all residual variables have a significance value of 0.183, which is greater than alpha ( $0.183 > 0.05$ ). Thus, it can be said that the research data are normally distributed so that the regression analysis can be carried out.

### Multicollinearity Test

The multicollinearity test aims to detect the presence or absence of multicollinearity symptoms in the data by looking at the tolerance value and the Variance inflation factor (VIF). If  $VIF > 5$  and  $\text{tolerance} < 0.1$  then it is suspected to have a multicollinearity problem. If  $VIF < 5$  and  $\text{tolerance} > 0.1$  then there is no multicollinearity.

**Table 2**  
**Multicollinearity Test**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	11,431	6,854		1,668	,104		
Advertising (X <sub>1</sub> )	,343	,150	,339	2,291	,028	,979	1,021
Brand Image (X <sub>2</sub> )	,374	,153	,362	2,439	,020	,972	1,029
Product Design (X <sub>3</sub> )	,242	,220	,162	1,101	,278	,992	1,008

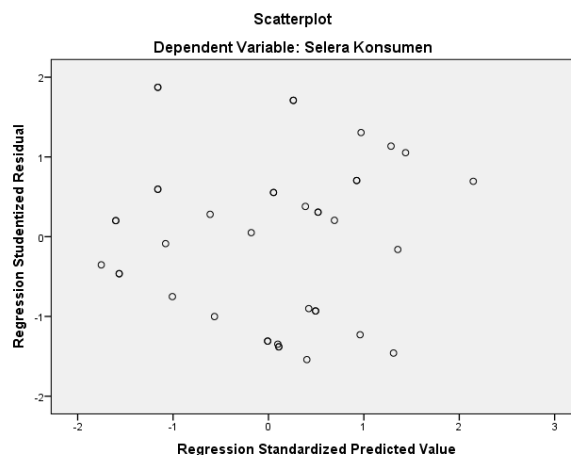
a. Dependent Variable: Consumer Tastes

From the multicollinearity test table, it is known that the advertising tolerance value (X<sub>1</sub>) is  $0.979 > 0.1$ , so multicollinearity does not occur, Brand Image (X<sub>2</sub>) is  $0.972 > 0.1$ , so multicollinearity does not occur, Product Design (X<sub>3</sub>) is  $0.992 > 0.1$  then there is no multicollinearity. Based on the multicollinearity test it is known that the VIF value of advertising (X<sub>1</sub>) is  $1.021 < 10$ , then multicollinearity does not occur, the VIF value of Brand Image (X<sub>2</sub>) is  $1.029 < 10$ , then multicollinearity does not occur, and the VIF value of Product Design (X<sub>3</sub>) is  $1.008 < 10$ , so multicollinearity does not occur.

### Heteroscedasticity Test

The purpose of the heteroscedasticity test is to find out whether in a regression model, there is an unequal variance of the residuals between one observation and another.

A good regression model is one that has homoscedasticity or does not have heteroscedasticity. The way to approach the presence or absence of heteroscedasticity is by using the scatterplot method and the Glejser test.



**Figure 2.**

**Processing Data SPSS 23 for Windows Agades.ID Product Zozu**

### Results of Multiple Linear Regression Analysis

By using the data processing tool SPSS Version 23 For Windows, the results are obtained in Table 3 as follows:

**Table 3**  
**Multiple Linear Regression Results**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	11,431	6,854		1,668	,104		
Advertising (X <sub>1</sub> )	,343	,150	,339	2,291	,028	,979	1,021
Brand Image (X <sub>2</sub> )	,374	,153	,362	2,439	,020	,972	1,029
Product Design (X <sub>3</sub> )	,242	,220	,162	1,101	,278	,992	1,008

a. Dependent Variable: Consumer Tastes

Based on Table 3 above, if you look at the value of B, it can be seen that the regression coefficient value of each variable. The regression coefficient value for the advertising variable is 0.343, for the brand image is 0.374 and for the product design variable is 0.242. Meanwhile, the constant value is 11.431.

The results of computer data processing SPSS Version 23 For Windows, it can be seen that the multiple linear coefficient equation is obtained as follows:

$$Y = 11,431 + 0,343X_1 + 0,374X_2 + 0,242X_3$$

**Table 4**  
**t Test**  
**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	29,344	3	9,781	3,541	,024 <sup>b</sup>
Residual	99,431	36	2,762		
Total	128,775	39			

a. Dependent Variable: Consumer Tastes

b. Predictors: (Constant), Advertising, Brand Image, Product Design

The result of this t-test is that advertising, brand image, and product design simultaneously affect consumer tastes. This is evidenced by the results of sig. 0.024<sup>b</sup>. Thus, the variables of advertising, brand image, and product design have a simultaneous and significant effect on consumer taste variables.

### **Coefficient of Determination (R<sup>2</sup>)**

The coefficient of determination (R<sup>2</sup>) is used to determine the extent to which the independent variable is able to explain the dependent variable. The magnitude of the coefficient of determination can be seen in table 5 below:

**Table 5**  
**Coefficient of Determination (R<sup>2</sup>)**

#### **Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
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1	,486 <sup>a</sup>	,236	,204	1,328
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a. Predictors: (Constant), Advertising, Brand Image, Product Design

The magnitude of the coefficient of determination ( $R^2$ ) can be seen in the Adjusted R Square column of 0.164. These results imply that Agades.ID consumer tastes for Zozu products are influenced by advertising ( $X_1$ ), Brand Image ( $X_2$ ), and Product Design ( $X_3$ ) in the Harbor Batu community by 23.6%. While the remaining 76.4% (100% - 23.6%), where 100% minus 23.6% is 76.4% influenced by other factors such as taste, location, and others that are not discussed in this study.

## CONCLUSION

This study concludes that product prices, product quality, and consumer income have a positive effect on consumer tastes. This is evidenced by the tastes of Agades.ID consumers of Zozu products which are influenced by product prices, product quality, and consumer income in the Labuhanbatu community by 20.4%. Meanwhile, 70.6% were influenced by other factors such as taste, location, and others that were not discussed in this study. For future researchers who will examine more deeply in the same field in order to add other factors that influence consumer tastes in order to contribute to the company

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