

THE INFLUENCE OF PRODUCT VARIETY, DISPLAY LAYOUT, AND PACKAGING ON CUSTOMER PURCHASE INTENTION OF MSME AT PERUMDA BIDADARI GALLERY

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Abstract

This study aims to analyze the effect of Product Variety, Display Layout, and Packaging on Purchase Intention of Perumda Bidadari UMKM Gallery. By using a descriptive explanatory research approach, data collection was carried out through observation, questionnaires, and interviews with visiting tourists. The data analysis technique uses multiple linear regression, T, F hypothesis testing, and correlation coefficient testing on data processed with the SPSS 26 program. The results of multiple linear regression show that Display Layout (X2) and Packaging (X3) have a significant influence on Purchase Intention (Y), while Product Variety (X1) is not significant. The T test confirms that Display Layout and Packaging have a significant influence, while Product Variety is not significant in predicting Purchase Intention. The F-test results show that the overall regression model is statistically significant with variance in Purchase Intention. The coefficient of determination of 74.5% indicates how much of the variability in Purchase Intention can be explained by the three variables together. This analysis confirms that Display Layout and Packaging have a significant role in influencing Customer Purchase Intention at Perumda Bidadari's MSME gallery. While Product Variety, although not statistically significant, remains relevant in certain contexts.

Keywords: Product Variety, Display Layout, Packaging

INTRODUCTION

Currently, MSMEs have a very important role in improving the national economy. Therefore, the existence of MSMEs as one of the milestones of the economy must be considered by all stakeholders, both the Government and the community. One of the important roles of the MSME sector is to increase national income and per capita income of the community. The increase in income must be in line with the quality and competitive advantages of an MSME. Currently, MSMEs have a very important role in improving the national economy. Therefore, the existence of MSMEs as one of the milestones of the economy must be considered by all stakeholders, both the government and the community. One of the important roles of the MSME sector is to increase national income and per capita income. The increase in income must be in line with the quality and competitive advantage of an MSME.

One important aspect in measuring the competitive level of MSMEs is Purchase Intention. Purchase Intention is the tendency of consumers to buy a brand or take actions related to purchases as measured by the level of likelihood of consumers making purchases. Purchase Intention is an important key in anticipating purchasing behavior that illustrates the value of a product or service offered by MSMEs. It is also an important key factor for companies in gaining a competitive

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advantage in the market (Yeo et al., 2020). The high level of competition among modern business environments, especially in MSMEs, provides encouragement for business actors to improve marketing quality to realize customer desires and meet customer needs (Yeo et al., 2020).

One of the business units that has been widely recognized by Labuan Bajo tourists is the UMKM Gallery of Perumda Bidadari. Labuan Bajo has been recognized as one of the Government's super priority tourist destinations. This is a new opportunity for business actors to be able to increase business productivity through various types of MSMEs. Perumda Bidadari UMKM Gallery consists of three sales locations, namely at Komodo Airport and Batu Cermin Cave, which are the centers of local and foreign tourist visits. In the researcher's observation, the level of buyer Purchase Intention is one of the main focuses of Perumda Bidadari in managing this UMKM Gallery, so that the improvement of marketing quality must be improved in order to improve business sustainability.

In influencing the level of Purchase Intention, Perumda Bidadari UMKM Gallery needs to increase product variants. The level of product diversity is an important factor in influencing consumers in making their purchasing decisions. Incomplete products can have an impact on consumer reluctance to shop (Against & Entrepreneurship, 2023). In addition, another important aspect that plays an important role in increasing Purchase Intention is display layout. This is one of the important variables to be able to create a new and unique experience for visitors (user experience). It also plays an important role in the effectiveness of visual communication. This is in line with previous research which resulted in the conclusion that display layout has a positive and significant effect on the level of purchase intention (Nikous et al., 2020). Based on the results of researcher observations, there are several things that need to be considered by MSME actors, namely promotional boards and gallery arrangements.

Increased Purchase Intention is also caused by visual factors such as product packaging. Product packaging has an important role in increasing purchase intention. Visual appeal is important in improving the marketing quality of the Perumda Bidadari UMKM Gallery. This is in accordance with the context of previous research that packaging has a significant impact on product purchase intentions (Finthasari et al. 2020). Based on the observations of researchers, there are several MSME products that need to be improved, such as production codes and packaging design in the sense that the production code is listed in the packaging in printed form. Packaging design is very influential, therefore packaging must be consistently renovated due to a mismatch in product image to packaging.

This research is intended to improve the ability of analysis in overcoming some of the findings in the observation activities related to the purchase intention of the UMKM Gallery of Perumda Bidadari as one of the UMKM centers providing local Manggarai products for tourists who are growing rapidly. This research is very important to test the relationship between the variables of Product Variety, Display layout, and Packaging in increasing Purchase Intention which will be an important recommendation for the UMKM Perumda Bidadari Gallery for further improvement in the aspect of product marketing.

LITERATURE REVIEW

Product Variety

Product variety is a collection of goods and services that will be sold to consumers (Lazuardi & Kaihatu, 2021). Product variety is an important strategy for MSMEs to diversify products in fulfilling customer wants and needs (Against & Entrepreneurship, 2023). Varied products can be a special attraction for consumers so that they provide alternative product choices to encourage buying interest (Nikous et al., 2020). Some of these explanations show that product variations in the context of MSMEs are important in attracting customer attention in the midst of business competition that provides a variety of attractive and diverse offers. An MSME needs to pay attention to the variety of products offered to consumers. It is intended that visitors have their own attractiveness in making purchases. In addition, this can also make it easier for consumers to choose a product to meet their needs (Produk, 2019). The diversity of the number and types of products sold in a place will increase consumer satisfaction which motivates them to purchase these products, so there is no need to purchase other products. This shows that product variations can increase consumer purchasing decisions (Irwana & Purnama, 2022). In examining the importance of product variation in increasing consumer buying interest in the UMKM Gallery of Perumda Bidadari, researchers use several measurement indicators Product completeness, product brand, product size variation, and product quality (Engel et. al, 2016).

Display layout

Display layout is one of the important factors in increasing the marketing effectiveness of a business. Product layout is a way to organize layout items that are attractive through direct visual sight to encourage visitors' attention and interest in making purchases. A neat and visible display can overcome visitor confusion when in a business center (Against & Entrepreneurship, 2023). Physical store design, which relates to visual aesthetics, is one of the essential things that is most visible to visiting consumers (Situmorang & Kumar, 2022). This visual interest is important in encouraging consumer interest in purchasing products. Display Layout can be measured by several important indicators, namely product layout, product arrangement looks attractive and neat, product arrangement that makes it easy for customers to find the desired item, cashier layout, and strategic and appropriate placement of the cashier's desk (Yuliana, 2015).

Packaging

Packaging design is one of the important variables in influencing consumer purchase intention. The quality of packaging designed by MSMEs has a positive influence in increasing consumer attractiveness. Product packaging has a strong influence on consumer purchase intentions and has become an important part of the sales process (Mateen Khan et al., 2018). Packaging plays an important role as an integral part of brand marketing. Many studies have found that packaging is not only limited to physical distribution but also has a promotional role because it stimulates consumers to make purchases through the shape and color and information it has (Benachenhou et al., 2018).

Purchase Intention

Customer Purchase Intention is an important factor in increasing business effectiveness and sustainability. Intention to buy is an important factor that can be an early indication of repurchase intention. Consumers with high purchase intentions generally lead to actual purchasing behavior (Mateen Khan et al., 2018). In optimizing business stability, business people must consider various things that can increase Customer Purchase Intention for the goods or services offered. There are several indicators of measuring Customer Purchase Intention, namely transactional interest, referential interest, preferential interest, and exploratory interest (Hikmareta, 2020).

METHODS

This study uses a descriptive explanatory research approach which is research that explains the causal or causal relationship between variables through hypothesis testing on the same data. This research is designed as quantitative research which is a process of discovering knowledge using data in the form of numbers as a tool to find information about what researchers want to know, namely about the Effect of Product Variety, Display Layout, and Packaging Product Design on Customer Purchase Intention of UMKM Gallery Perumda Bidadari. Data collection techniques using observation, questionnaires and interviews with tourists. Research sampling was carried out using a non-probability technique called purposive sampling, where the sample was obtained from all tourists who visited the UMKM Perumda Bidadari Gallery. Research data analysis using multiple linear regression and hypothesis testing using the T test and F test.

RESULTS

Instrument Test

Instrument testing is a testing process to ensure that the tools or instruments used for data collection are reliable, valid, and consistent in measuring the variables of this study. The following is the instrument validity test:

Table 1. Instrument Validity Test

No	Item	r count	r table	Desc
X1.1	X1.1	0,643	0.1956	Valid
X1.2	X1.2	0,221	0.1956	Valid
X1.3	X1.3	0,397	0.1956	Valid
X2.1	X2.1	0,732	0.1956	Valid
X2.2	X2.2	0,757	0.1956	Valid
X2.3	X2.3	0,722	0.1956	Valid
X2.4	X2.4	0,727	0.1956	Valid
X3.1	X3.1	0,783	0.1956	Valid
X3.2	X3.2	0,621	0.1956	Valid
X3.3	X3.3	0,769	0.1956	Valid
Y1	Y1	0,722	0.1956	Valid
Y2	Y2	0,734	0.1956	Valid

Y3	Y3	0,551	0.1956	Valid
Y4	Y4	0,621	0.1956	Valid

Source: Data processed by researchers, 2023

Table 2. Instrument Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.884	4

Source: Data processed by researchers, 2023

Based on the results of the validity and reliability tests above, it can be concluded that all items used in the research instrument are declared valid or $r_{count} > r_{table}$ (0.1956). The resulting Cronbach's Alpha value also shows a value greater than 0.60 which indicates that the instrument in this study is reliable.

Multiple Linear Regression Analysis

The results of classical assumption testing, including normality test through P plot and heteroscedasticity test through scatterplot, show that all variables in this study are eligible for use. The following are the results of the multiple linear regression analysis:

Table 3. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	1.971	1.084	
	Product Variety (X_1)	0.151	0.125	0.080
	Display Layout (X_2)	0.545	0.076	0.622
	Packaging (X_3)	0.246	0.085	0.231

Source: Data processed by researchers, 2023

Based on data analysis using the SPSS 26 program, the regression equation is obtained as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 1.971 + 0.151 X_1 + 0.545 X_2 + 0,246 X_3 + 0,05$$

The conclusion of the regression equation is as follows: (1). Constant value is the value of the dependent variable when all independent variables (X_1 , X_2 , X_3) are 0; (2). The coefficient value of the Product Variation variable is 0.151 or 15%, meaning that every one unit increase in the Product Variation of Perumda Bidadari UMKM Gallery can be associated with an increase of about 0.151 units in the Purchase Intention variable. Standard Error or the level of uncertainty in the coefficient estimate for Product Variation is 0.125; (3). The coefficient value of the Display Layout variable is 0.545 or 54%, meaning that every one unit increase in the Display Layout of Perumda Bidadari UMKM Gallery can be associated with an increase of around 0.545 or 54% units in the Purchase Intention variable. Standard Error or the level of uncertainty in the coefficient estimate for Display Layout is 0.076; (4). The coefficient value of the Packaging variable is 0.246 or 24%, meaning that every one unit increase in

Packaging Galeri UMKM Perumda Bidadari can be associated with an increase of around 0.246 or 24% units in the Purchase Intention variable. Standard Error or the level of uncertainty in the coefficient estimate for Product Variation is 0.085.

T test

The t test is one of the methods in regression analysis used to test the statistical significance of the regression coefficient of each independent variable in the regression model to determine whether the independent variable has a significant effect on the dependent variable in the regression model used. The following are the results of the t test analysis:

Table 4. T test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.971	1.084		1.818	.072
	Product Design	.151	.125	.080	1.216	.227
	Display Layout	.545	.076	.622	7.132	.000
	Packaging	.246	.085	.231	2.898	.005

a. Dependent Variable: Purchase Intention

Source: Data processed by researchers, 2023

From the t-test results for the independent variables in the regression model, it can be observed that Product Variety, with a coefficient of 0.151 and a p-value of 0.227, indicates that this variable has no statistically significant effect on Purchase Intention at the 0.05 level of significance. A p-value greater than the predetermined threshold indicates that there is insufficient evidence to reject the null hypothesis, implying that Product Variety does not play a significant role in predicting Purchase Intention at the specified significance level.

In contrast, the Display Layout variable has a coefficient of 0.545 and a p-value of 0.000. The p-value which is much smaller than the 0.05 threshold indicates that Display Layout has a statistically significant effect on Purchase Intention. Rejection of the null hypothesis confirms that this variable makes a significant contribution in explaining variations in Purchase Intention at the predetermined significance level.

In addition, the Packaging variable shows a coefficient of 0.246 with a p-value of 0.005. A p-value that is less than the 0.05 threshold indicates that Packaging also has a statistically significant influence on Purchase Intention at the specified significance level. The rejection of the null hypothesis supports the idea that the Packaging variable has a significant role in explaining the variation in Purchase Intention in the regression model. In conclusion, while Product Variety does not prove to be significant, the Display Layout and Packaging variables have a significant influence on Purchase Intention at the predetermined significance level, indicating an important contribution in the model to predict Purchase Intention.

F test

The analysis of variance (ANOVA) F test was used to compare the means of the three variables. The results of the F test can help in determining whether these

differences arise by chance or whether they reflect real differences among the variables. The following are the results of the F test:

Table 5. F Test

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	307.112	3	102.371	93.553	.000 ^b
	Residual	105.048	96	1.094		
	Total	412.160	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Packaging, Product Variations, Display Layout

Source: Data processed by researchers, 2023

Based on the table, it shows that information about the regression model related to Purchase Intention with three predictors, namely Packaging, Product Variety, and Display Layout. The important point from this ANOVA table is that the overall regression model is statistically significant because the F test is significant ($p < 0.05$). The predictors (Packaging, Product Variety, Display Layout) together explain a significant amount of variance in the Purchase Intention variable. The Residual Sum of Squares represents the unexplained variance or error in the model.

Coefficient of Determination

Table 6. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863 ^a	.745	.737	1.046

a. Predictors: (Constant), Packaging (X3), Display Layout (X2), Product Variations (X1)

b. Dependent Variable: Purchase Intention (Y)

Source: Data processed by researchers, 2023

The coefficient of determination, represented by R Square, shows how much variation in the Purchase Intention variable can be explained by the combination of X1, X2, and X3. The R Square value of 0.745 indicates that about 74.5% of the variability in purchase intention can be explained by the variability in packaging, display layout, and product variety. Adjusted R Square, which also considers the number of predictors in the model, corrects the R Square value to ensure accuracy in measuring how well the model fits the actual data. The Adjusted R Square value of 0.737 indicates that, considering the number and relevance of predictors, about 73.7% of the variability in purchase intention can still be explained by the predictors included in the model. In addition, the Std. Error of the Estimate reflects how close the prediction of this regression model is to the true value. The lower the value of the Standard Error, the better the model is at predicting the dependent variable. In this case, the Standard Error value of 1.046 shows how far the actual data points are from the regression line that has been created. With a high coefficient of determination, it can be concluded that the predictors used in this regression model (packaging, display layout, and product variety) significantly contribute to explaining variations in Purchase Intention. However, there is still a small portion of variability that cannot be explained by this model.

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Correlation Coefficient

The correlation coefficient is a statistical measure that describes the strength and direction of the relationship between two variables.

Table 7. Correlation Coefficient Test

Model	R	Adjusted R Square	Std. Error of the Estimate
1	.863	.737	1.046

Source: Data processed by researchers, 2023

The correlation coefficient analysis in the above highlights the relationship between the variables in the regression model used to analyze purchase intention. The correlation coefficient (R) of 0.863 indicates a strong relationship between the tested predictors (packaging, display layout, and product variety) and the Purchase Intention variable. This shows that the predictor variables together have a significant correlation with the Purchase Intention variable.

DISCUSSION

H1: The Effect of Product Variety on Customer Purchase Intention for MSMEs at Perumda Bidadari Gallery

In the analysis that has been carried out on the relationship between Product Variety, Display Layout, Packaging, and Purchase Intention at Perumda Bidadari UMKM gallery, it can be concluded that there are interesting findings related to the influence of these variables on Purchase Intention. From the results of multiple linear regression, it can be seen that Product Variety, Display Layout, and Packaging have different regression coefficients on Purchase Intention. Product Variety has a low coefficient and shows an insignificant influence on Purchase Intention at the specified significance level. The T-test also confirms these findings where Product Variety has no significant effect on Purchase Intention. Meanwhile, according to the F test values, the overall regression model is statistically significant, and the variance in Purchase Intention can be explained significantly by the combination of the three variables. The high coefficient of determination (R Square) indicates that about 74.5% of the variability in Purchase Intention can be explained by the three variables. The high Adjusted R Square also indicates that, even considering the number and relevance of predictors, about 73.7% of the variability in Purchase Intention can still be explained by this model.

However, it should be noted that, although the Product Variety variable did not prove to be significant, it does not eliminate the importance of its role in the regression model. There may be other factors outside the model that can influence the relationship between Product Variety and Purchase Intention that are not considered in this analysis. Therefore, the results of the analysis show that statistically, there is no positive and significant effect of Product Variety on Purchase Intention in the context of Perumda Bidadari's MSME gallery. Nonetheless, it is important to note that other factors could possibly influence this result and require further investigation. These results are confirmed by previous research. There are several studies that are not in line with the results of the

influence of the two variables. Research from Irwana and Purnama (2022) and Lazuardi and Kaihatu (2021) which is not in line with this study, where product variation has a positive and partially significant effect (T test) on purchasing decisions. These results are in line with previous research from Fadhilah, et.al (2023) which states that the product variety variable has no significant effect on purchasing decisions.

H2: The Effect of Display Layout on Customer Purchase Intention for MSMEs at Perumda Bidadari Gallery

Based on the multiple linear regression results, it can be seen that Display Layout has a high and significant regression coefficient on Purchase Intention. This high regression coefficient indicates that a one-unit change in Display Layout correlates with an increase in Purchase Intention. This is confirmed by the value of the T-test (partial) analysis results which corroborate this finding with a p-value that is much lower than the established significance level. Therefore, it can be concluded that Display Layout has a statistically significant influence on Purchase Intention at Perumda Bidadari UMKM Gallery. Meanwhile, the F-test value concludes that the overall regression model is statistically significant, with the variance in Purchase Intention explained by the combination of the three variables, including Display Layout. The high coefficient of determination indicates that about 74.5% of the variability in Purchase Intention can be explained by Display Layout along with other variables such as Packaging and Product Variety. Therefore, it can be concluded that there is a positive and significant influence of Display Layout on Purchase Intention at Perumda Bidadari UMKM gallery. In this context, Display Layout has an important contribution in influencing Purchase Intention, even higher than Product Variety and Packaging. This result also has important implications in the marketing strategy or arrangement of Perumda Bidadari UMKM galleries. Focusing on improving or rearranging the display (Display Layout) can be an effective strategy to increase visitor Purchase Intention. The results of this study are confirmed by previous research, namely (Situmorang & Kumar, 2022), (Nikous et al., 2020), (Against & Entrepreneurship, 2023) which say that there is a positive and significant effect of display layout on Purchase intention.

H3: The Effect of Packaging on Customer Purchase Intention for MSMEs at Perumda Bidadari Gallery

Based on the multiple linear regression results, it can be seen that Packaging has a significant regression coefficient on Purchase Intention. Although this regression coefficient is lower than that of Display Layout, it still shows a positive relationship between Packaging and Purchase Intention. These results are supported by the results of the T test (partial) which reinforces these findings with a p value that is less than the predetermined significance level. This shows that Packaging has a statistically significant influence on Purchase Intention of Perumda Bidadari UMKM Gallery. Through the F-test, the overall regression model is also statistically significant, with the variance in Purchase Intention explained by the combination of predictors, including Packaging. The high coefficient of determination indicates that about 74.5% of the variability in

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Purchase Intention can be explained by Packaging along with other variables such as Display Layout and Product Variety.

From these results it can be concluded that Packaging has a positive and significant influence on Purchase Intention in the UMKM gallery of Perumda Bidadari. Although its role may be slightly lower than Display Layout, Packaging still makes an important contribution in influencing Purchase Intention. The implications of these findings can be the basis of a marketing strategy that focuses more on designing the packaging of products on display at the Gallery. Improvement or modification in product packaging design could be one of the key factors in increasing Purchase Intention.

H4: The effect of Product Variety, Display Layout, and Packaging simultaneously on customer Purchase Intention at MSMEs at the Perumda Bidadari Gallery

Hypothesis 4 analysis is essential in understanding the contribution of the combination of these variables to Purchase Intention. The results of the multiple linear regression model show that the three independent variables together have an influence on Purchase Intention for visitors to the Perumda Bidadari UMKM Gallery. From the F-test results, the overall regression model is statistically significant, indicating that the combination of these three variables explains most of the variance in Purchase Intention. In addition, the high coefficient of determination (R Square) indicates that about 74.5% of the variability in Purchase Intention can be explained by the combination of Product Variety, Display Layout, and Packaging. This value indicates that the three variables, when combined, have a strong influence in predicting Purchase Intention.

Through this analysis, it can be concluded that these three factors have a significant contribution simultaneously to Purchase Intention at Perumda Bidadari UMKM gallery. Although each variable has a different level of influence, the three together make an important contribution in explaining variations in Purchase Intention. These results have important strategic implications. Management or improvement in the aspects of Product Variety, Display Layout, and Packaging together can be the focus of a more comprehensive marketing strategy to increase purchase intentions at Perumda Bidadari MSME galleries. An integrated and comprehensive strategy towards these three variables could be key in increasing the attractiveness of the gallery and the purchase intention of its visitors.

CONCLUSIONS

Based on the analysis that has been done, there are several conclusions that can be drawn as follows: (a). Based on the analysis that has been done, it is concluded that variable X1 (Product Variety) is not proven to have a positive and significant influence on Purchase Intention, but it is important to consider other aspects that might affect the relationship between the two variables. There may be other factors outside the model that need to be considered to understand the role of Product Variety more comprehensively; (b). Based on the analysis that has been carried out, variable X2 (Display layout) is proven to have a significant and strong influence on Purchase Intention. Focusing on improving or rearranging the display (Display Layout) can be an effective strategy to increase

visitor purchase intention. Therefore, it is necessary to pay more attention to managing the gallery display to improve the experience and purchase desire; (c). Based on the analysis that has been done, it is evident that there is a positive and significant influence of Packaging on Purchase Intention. Although its role may be slightly lower than Display Layout. This shows that design or modification in product packaging design can be an important factor in increasing purchase intention. Therefore, MSME players need to consider improvements or innovations in packaging design to increase product attractiveness.

There are several suggestions for increasing Purchase Intention at Perumda Bidadari UMKM Gallery: (1). Focusing on structuring the gallery display in a more attractive and eye-catching way. Innovation in product presentation can increase visitor attractiveness and purchase interest; (2). Investing in attractive and functional packaging design can improve product perception. Attention to this aspect can influence Purchase Intention; (3). Conduct further research to understand other factors that may influence the relationship between Product Variety and Purchase Intention. A holistic approach to understanding consumer preferences and desires can provide deeper insight into the factors that influence purchasing decisions.

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