

**PRODUCT DEVELOPMENT TO INCREASE CUSTOMER'S SATISFACTION AT THE SME OF SUSHI BIZKID****Rika Triani R<sup>1</sup>, Eljihad Akbari Syukriah Mathory<sup>2</sup>**<sup>1</sup>*Polytechnic STIA LAN Makassar, rhikatriani01@gmail.com*<sup>2</sup>*Polytechnic STIA LAN Makassar, eljihad.asm@stialanmakassar.ac.id*

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**ABSTRACT**

Indonesia's culinary industry has great potential to support economic growth. Entrepreneurs are required to be able to compete, one of which is by developing products such as determining quality, shape, attractiveness, size, packaging, and other aspects that are used as part of product development. Sushi Bizkid is one of the (SME) engaged in Japanese food culinary. Sushi Bizkid uses plain packaging and plastic mica to be used in takeaway orders, besides that, the lack of information and attractive elements on the packaging makes consumers give negative comments on online food applications. Packaging design containing product-related information can create strong branding for a product so that consumers can assume that the business intense to pays attention to consumer convenience. The purpose of this study is to create a product packaging design to increase customer satisfaction at (SME) Sushi Bizkid. This research method uses descriptive qualitative data collection methods through observation, interviews, and documentation. The results of this study are product development through packaging carried out with six stages of product development. Eight indicators need to be considered, namely performance, producing packaging that has performance because it has been able to meet consumer expectations related to identity and product information. Specialty, showing that the current packaging is unique in terms of visualization or packaging appearance. Reliability, packaging against shocks during product delivery. Serviceability is seen from the packaging service that keeps the product from damage and air space in the packaging. From these results product development through packaging can provide an increase in customer satisfaction.

**Keywords:** *Product Development, Packaging, Consumer's Satisfaction, SME*

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**1. Introduction**

The culinary industry in Indonesia has great potential to support economic growth. This can be seen from the increasing number of new small and medium enterprises (SME) that demonstrate creativity in establishing their businesses. According to Law number 20 of 2008 that small medium enterprises (SME) are businesses owned by individuals or sole proprietorships that have the productivity to establish their own business and meet the criteria for micro enterprises (HIRA, 2023) ne of the small and medium enterprises (SME) comes from the food and beverage industry, such as eateries, restaurants, cafes, or similar establishments. Of course, with the various types of (SME) that exist, the government and society must give sufficient attention to (SME) so that they can grow more competitively against their competitors. In this regard, the government must strive to create a more conducive, superior, and innovative environment for the growth and development of (SME) in Indonesia.

Based on data obtained from the Central Statistics Agency, the number of (SME) in Indonesia has been increasing every year. The data above shows the growth of (SME) over the last three years, with 1,221,015 (SME) in 2021, 1,348,813 (SME) in 2022, and reaching 1,457,132 (SME) in 2023. Citing data from the Indonesian Statistics Catalog 2024, it is noted that there were 1,221,015 SMEs and 58,603 food and beverage providers in Indonesia in 2021, 1,348,813 and 61,393 in 2022, and 1,457,132 and 67,097 in 2023. This data indicates that the food and beverage industry sector has experienced positive growth year after year, particularly in 2023 (Badan Pusat Statistik, 2024). South Sulawesi is one of the provinces that contributes to and produces a significant number of (SME). Citing data from the South Sulawesi

Cooperative and (SME) Office, there are approximately 1,574,546 (SME) in South Sulawesi, with about 10 percent or around 150 thousand operating in the culinary sector. This data indicates that the development of (SME) has become a focus for the Cooperative and (SME) Office in South Sulawesi. Makassar is one of the cities in South Sulawesi that contributes to the emergence of small and medium enterprises (SME). The Cooperative and (SME) Office recorded that in 2023, there were 19,000 (SME) in the database, with the majority being in the culinary industry, totaling around 5,000 (Mappong, 2023).

The rapid development and growth of the economy, driven by the abundance of small and medium enterprises (SME), require entrepreneurs to be competitive by focusing on product development. The life cycle of a product, from the initial concept to its creation and ultimately to the launch stage, is referred to as product development. However, the product development cycle does not stop with the product launch; it can continue to evolve so that it can. Product development is an activity or action undertaken to consider changes to a product in a better direction to provide greater appeal to consumers (Assauri, 2015).

According to Kotler & Keller (Hidayah et al., 2023) If a business is to survive and grow, product development is clarity. This is done by determining the quality, shape, appeal, size, packaging, and other aspects that must be part of a development. A process of modification or the discovery of new ideas for a product or service is referred to as a product development growth strategy. According to Suminar (Hasibuan et al., 2022) Product standardization causes developing countries to tend to compete when a product has already passed its lifecycle. The patterns of trade and production of manufactured products continue to evolve. Of course, this strategy focuses on the importance of innovation in products. Intense competition forces entrepreneurs to think about how to create a product that has advantages and wins in the market.

According to Dirman dan Wahyuni (Oktaria et al., 2023) the utilization of packaging is one form of product development. This packaging can attract consumers and should influence customers to purchase the product, clarity impacting sales growth. One of the most unique fields of visual communication design is packaging, as it directly relates to consumers and requires a lot of technical creativity, communication, and marketing skills. Of course, someone who understands visuals will leverage creativity through packaging to win competition in certain products. In addition, packaging also serves as a part of promotional media because attractive packaging showcases branding that contains information about the product, thereby captivating consumers. This can also be seen from the functions of packaging: (1) as a protector of the product, (2) as a source of product information, and (3) as branding/brand for product communication in the market (Nuraeni et al., 2022). Food packaging will enhance product quality and create a positive image of the product in the eyes of consumers. The elements that showcase the superiority of a product include images, colors, illustrations, language elements, brand, and company identity.

Food and restaurant observer (Wardani et al., 2022) Japanese cuisine is one of the types of food that is quite popular among the Indonesian people, alongside home-cooked meals. The flavor offered by food provides a unique experience. The raw materials needed are also not difficult to find, even though the food has a different shape with a distinctive taste. In addition, consumers with low incomes are more selective in choosing dining places according to their budget. The lifestyle of people who prefer cheap food, yet the taste offered is not too bad, leads them to food places based on price. Sushi Bizkid is one of the small and medium enterprises (SME) operating in the Japanese food culinary sector, popular among the lower middle class. Currently, Sushi Bizkid has 3 branches, including those on Lion Street, Pettarani Street, and Perintis Street. The menu includes various types of sushi, rice bowls, drinks, and more. The variation in prices also attracts consumers as it is considered quite affordable, ranging from IDR 12,000 to IDR 30,000. This certainly gives a special appeal, especially among students and college students, to always order food from Sushi Bizkid.

Based on the results of the pre-research observation on the online food service application, consumer feedback regarding the packaging of Sushi Bizkid indicates a lack of information about the types of sushi, which makes it difficult for consumers to distinguish between the types of sushi ordered. Other consumers have also commented that the packaging used is made of plastic mica, which should be replaced, along with other feedback stating that the taste is quite good, but the packaging only uses mica plastic. This is supported by field observations showing that consumers who place takeaway orders have suggested to the owners to change their packaging. In addition to the lack of aesthetics in the current mica plastic packaging, packaging that uses plastic is also not recommended for food, especially food that comes into direct contact, whether it is cold, oily, or hot. Plastic mica is a type of polyvinyl chloride (PVC) plastic that contains chemicals that can affect health and potentially lead to adverse effects such as cancer, digestive disorders, fertility issues, etc. (Suryanto, 2018)

The business world is facing a phenomenon of intense competition that refers to a buyer's market. A buyer's market is a condition in which consumers are the main players or hold the control. One of the online phenomena that is currently widely used by most people, whether in interacting with friends, relatives, or business associates. Currently, a business or enterprise has transformed into an online business, aimed at helping consumers save time and make shopping decisions since consumers do not have to go to a physical location to shop (Ulifa et al., 2017). Sushi Bizkid is one of the businesses that has expanded its services by opting to sell food online, currently using Grab and Shopee Food, and it is not impossible that it will further develop on other applications in the future. Based on the observation results, the star rating given by consumers to Sushi Bizkid is 4 and above, indicating that many consumers like the restaurant. Ordering online or taking away certainly showcases the packaging of Sushi Bizkid. Considering that the packaging used is still plain, it has caught the author's attention to develop more attractive packaging for Sushi Bizkid, as there is a significant opportunity to change consumer perceptions of its packaging. Previous research by (Nuri et al., 2023) Explaining that the packaging labeled on the business products and creating social media accounts as a promotional medium. Therefore, in design planning, it is necessary to pay attention to the factors of aesthetics and the functionality of the packaging. The same thing was also stated in (Kamariah & Israr, 2023) research, which mentioned that product development through packaging using polystyrene and paper bowls is chosen by entrepreneurs and consumers, creating attractive and ergonomic packaging for consumers..

The importance of packaging design for products can provide visual communication between the product and consumers, as well as address issues that arise from consumers who take away or order from online applications. Packaging design that includes information related to the product can create a strong branding for that product, allowing consumers to perceive that the business is committed to considering consumer comfort. The packaging designs available today feature quite interesting variations, with each entrepreneur competing to improve their packaging in order to attract consumer attention and provide comfort and satisfaction when purchasing a product. Therefore, based on the explanation above, the author has written about product development through packaging in the (SME) Sushi Bizkid.

## **2. Literature Review**

### *2.1. Product Development*

Product development is a strategy and a series of processes used by a business to create new products, improve existing products, or enhance the usability and quality of products, whether directly or indirectly related to the existing market segment, with the assumption that customers desire new features or something new (Butarbutar, 2020) . Physical products are a concept of product development that aims to ensure that product ideas can be transformed into realizable products. According to Tjiptono, product development is a strategy for a new product, whether in the form of modifications, new brands being developed, original products, improved products, as well as new brands developed through research and development efforts (Cuciana, 2021).

From the various definitions above, it can be concluded that product development is a strategy that must be undertaken by a company, whether in creating new products, modifying, or changing existing ones as an effort to attract new consumer interest. Product development can involve determining quality, size, shape, appeal, labeling, branding, packaging, and other aspects to align with consumer preferences.

Product development aims to win competition among businesses by providing the best value to consumers and selecting innovative products that add value, as well as improvements in design, color, size, packaging, branding, and more. The general objectives of product development are (1) to strengthen the reputation or brand of a business or company as an investor, by offering new products compared to previous ones. (2) to enhance competitiveness against existing products, which can be achieved by offering products that provide a new level of satisfaction.

### *2.2. Product Development Phase*

According to Ulrich Product development has several Phase that need to be taken into consideration. (Ulrich et al., 2020) that is:

#### 1) Planning Phase

A process that is carried out to initiate the program to be implemented is product planning, which is the initial stage in product development. In this case, before undertaking a product development project, it is also necessary to determine whether the development is approved or not, as well as to establish resources and so on, in order to produce a good plan.

#### 2) Concept Development Phase

The phase for collecting consumer data, creating the necessary product specifications, developing concepts by selecting or filtering concepts, the physical aspect of a product, product design, economic analysis in product development, and control. At this stage, it explains or describes the characteristics, performance, or features of a product. Typically, this concept details specifications and reviews of competing products.

#### 3) System Design Phase

This phase is the one that divides the product and its description into the smallest parts, and the cycle from the introductory process to the final assembly process. At this stage, the output consists of the product layout, the initial process for the final process. In addition, there are three stages in the design process regarding system improvement, namely system analysis, system design planning, and system implementation stages.

#### 4) Detail Design Phase

The phase where it explains that the overall design includes the process, both in terms of materials, shapes, and the boundaries of all unique product elements, as well as the analysis of all standard elements obtained. The result of this stage is a description of product control, specifications of the elements used, as well as a plan for the assembly and production of the product.

#### 5) Testing and Improvement Phase

The phase to determine how the product prototype or trial product has been developed based on the elements or components of the product. Then, this stage can provide evaluation or improvements if there are any dissatisfaction or discrepancies with the product. The creation and evaluation of several production versions are part of the testing and improvement process. When the prototype product is ready, the next step is to evaluate it internally or have it evaluated by a customer by trying or observing the prototype product, so they can assess its appearance, performance, and reliability.

#### 6) Product Launch Phase

The actual implementation in the actual production process. Of course, the results from this stage can enhance the capacity and skills of the workforce when something arises in the production process.

### 2.3. Packaging

Packaging is an effort to create a concept and produce a container or wrapping for a product. Packaging can also be defined as a planning activity that involves decision-making to determine the design of the wrapping or packaging of a product (Barik et al., 2022). In addition, a container or place that is useful for preserving and protecting the quality of products, whether during storage, distribution, or when displayed in a showcase, is also referred to as packaging.

Based on several definitions of packaging above, it can be concluded that packaging is a container that holds a product so that the product can be protected, preserved, and also serve as a promotional medium to enhance the company's image or brand image of a business. Good packaging is packaging that can also be used as a branding tool to facilitate promotion for a business or enterprise.

The grouping of packaging is based on several categories. According to (Widiati, 2020) There are several types of packaging, namely:

#### 1) Primary Packaging

This type of packaging is directly related to and contaminated with the product. When using primary packaging, it is important to pay attention to the materials or quality of the packaging to avoid toxic properties. Packaging that is directly contaminated with products that have such properties can lead to reactions in the product, such as changes in color, flavor, and so on. For example, cans, glasses, plastic.

#### 2) Secondary Packaging

The packaging used for products that are not directly contaminated. For example, plastic bags for food products that already have primary packaging. An example is the carton or box of instant noodles.

#### 3) Tertiary Packaging

This packaging is a type of packaging that is usually used for distributing products. For example, for domestic shipping or international shipping.

#### 2.4. Packaging Design

Packaging design is a plan or effort by business actors to create packaging that serves to contain products. In this case, it relates to how the creativity of business actors can create designs that attract consumer attention. This effort certainly supports a product in easily providing information aimed at consumers and can also serve as a promotional medium for the company's products. There are elements of creative design in packaging design, such as color, typography, graphics, illustrations, and photography, to attract consumers to a product. These elements can serve as visual communication that can be effectively conveyed to consumers.

The tight competition among businesses requires entrepreneurs to pay attention to packaging design elements to differentiate themselves from their competitors. There are elements that need to be considered in packaging design, namely (Maulani et al., 2021):

##### 1) Packaging Size

The size of the packaging needs to be considered in terms of its suitability for the product's shape, including aspects such as length, width, height, and so on.

##### 2) Material Packaging

The materials used need to be adjusted according to the type of product. Different types of products will certainly require different handling. Here are some types of packaging materials (Dewi, 2021):

###### a) Plastic

This type of packaging is the most commonly used when producing packaging. In addition to the convenience of obtaining raw materials, this type of packaging also has a relatively low cost.

###### b) Paper

This type of packaging is suitable for solid products that do not contain a lot of water. This packaging is usually used for snacks and fast food. That type of material has various kinds, including kraft, ivory, duplex, cardboard, and others. However, for packaging that is primarily used as primary packaging, the ivory type is more often used because this type is already food-grade standardized and certainly superior compared to other types of materials.

###### c) Aluminum

This type of packaging is suitable for airtight products, such as the standing pouch, which is quite popular nowadays. For example, coffee products, ground spices, and snacks.

###### d) Styrofoam

The type of packaging that is not recommended for use with food products that come into direct contact with this packaging is due to the fact that this type contains substances that are not good for health. The content in this type of packaging is styrene, which can easily contaminate food if the food is warm, oily, and so on.

##### 3) Color

Color is an element that can serve as an identity distinguishing it from other products. Additionally, color can also influence human psychology regarding packaging, as each color carries different meanings. The use of brand colors can help consumers avoid being misled by other products simply by looking at the packaging color. The function of color selection is to identify products, distinguishing them from others, to attract consumer attention with bright or vivid colors compared to darker ones, to influence consumers—for example, to enhance their appetite for food products—and to provide protection, as well as to create an image in product development (M. Anang, 2019).

##### 4) Typography

This element is used as the main tool to provide a display on the packaging so that the packaging can appear attractive and easy to read, even from a considerable distance. A good text should be able to reflect the brand's personality, as well as be readable and unique. In this element, it is also necessary to pay attention to the information that must be conveyed so that the visual communication on the packaging can be effectively delivered.

##### 5) Brand

A brand, commonly known as branding, is an identifier or an identity displayed on a packaging. A brand usually consists of a logo, image, name, words, and other elements that provide differentiation from other products. The brand logo is an important element in packaging design as it is considered an easy way to identify the brand.

#### 2.5. Consumer Satisfaction

According to Kotler and Keller, it describes a person's feeling of comparing the performance of a product's results with the expected expectations. In this case, when a consumer feels dissatisfied with a service or

product, they will tend to switch to other products or services (Mahesa, 2022). Business actors who neglect consumer satisfaction will project a negative image. One of the benefits of consumer satisfaction is how business operators strive to build relationships between a business and its consumers, which can help foster customer loyalty.

To measure consumer satisfaction with a product, it is essential to consider the methods of measurement. According to Tjiptono, there are several factors for assessing consumer satisfaction by examining the quality dimensions of the product, including: (Azizah, 2021).

- 1) Performance, which in this case refers to a product's performance, can be considered good if the product's capabilities meet expectations.
- 2) Uniqueness, which involves adding a feature or element that can serve as a complement to provide uniqueness to a product.
- 3) Reliability, which refers to a product's ability to perform its functions, thereby minimizing the likelihood of damage to the product.
- 4) Suitability, which describes the alignment with specifications, meaning the extent to which a design and product quality meet standards.
- 5) Durability, which refers to a product's ability to withstand factors that may affect it. Let's consider environmental factors or how long the product can last.
- 6) Serviceability, which refers to a product's capacity to provide ease of service, in terms of comfort, speed, timeliness, and how the business responds to improvements or handling customer complaints.
- 7) Aesthetics, which is the ability of a product to attract consumers, whether in terms of color, model or design, physical shape, and so on.
- 8) Quality, which is the ability of a product to create consumer perceptions of a brand.

### **3. Research Method**

This research employs a qualitative descriptive approach with data obtained based on the description of existing phenomena, both human-made and natural phenomena. This type of method aims to provide specific and comprehensive data or information regarding the development of packaging in the SME Sushi Bizkid through observation, interviews, and documentation. The research location is situated at Sushi Bizkid Branch on Singa Street.

The data sources in this research use primary and secondary data. Primary data can be obtained from interviews, observations, and documentation at the research site. In addition, the primary data for this research comes from the informants, specifically the owner of the Sushi Bizkid SME and five consumers of Sushi Bizkid. The secondary data for this study is obtained from document reviews or references that are used to provide additional information or to complement the data.

The data collection techniques used in this study are observation, interviews, and documentation. Meanwhile, the data processing techniques include data reduction and data presentation. Next, to achieve and complete this research, there are several procedures that must be followed. The first stage begins with the planning phase to agree on the development of the packaging. The second stage of the concept development phase is based on the elements or indicators that need to be considered when creating packaging. The third stage of the system design phase involves adding features or elements to the packaging. The fourth stage of the detailed design phase is flat design or the appearance of the packaging design. The fifth phase is testing and improvement. The final stage is the product launch phase. After the development of the packaging, consumer satisfaction with the packaging design was then measured.

### **4. Results and Discussion**

#### *4.1. Product Development Phase*

In the research process conducted, this stage serves as an explanation related to the entire product development process aimed at creating new packaging for Sushi Bizkid. The goal is to improve the old packaging to enhance consumer satisfaction through the introduction of more attractive and higher-quality packaging. The data used in this writing was collected through interviews, observations, and other documents that can help to complement the results of this writing. In the process of product development, the theory used is based on Karl T. Ulrich and Steven D. Eppinger, which consists of six phases: the planning phase, concept development phase, system design phase, the detail design phase, testing and improvement phase, and product launch. Here are the phases of product development:

### 1) Planning Phase

At this phase, it is the initial phase where the writer, along with the owner of Sushi Bizkid, is planning to develop the packaging. Based on the results of the interview above, it can be concluded that product development is very important, especially regarding the packaging of Sushi Bizkid, which has shortcomings that need to be addressed in order to improve its packaging and resolve existing issues. The same thing was stated by Dirman and Wahyuni (Oktaria et al., 2023), that one of the important aspects in a business is to develop products by utilizing packaging so that the business can compete in the increasingly tight competition among competitors. In addition, product development is considered important so that the product has its own uniqueness that distinguishes it from competitors, thus providing a competitive advantage that attracts people or consumers to the product.

### 2) Concept Development Phase

This phase illustrates the results of the packaging concept that has been created to attract consumers. Based on the results of consumer interviews, it can be concluded that an appealing package is one that is safe for food, has a design that provides satisfaction or interest to consumers.

#### a) Material

Based on the results of interviews with consumers and the owner of Sushi Bizkid, it can be concluded that consumers tend to prefer packaging materials that are safe for food and environmentally friendly, which can easily decompose and be recycled. Therefore, the chosen packaging is made from ivory-type paper. This type of paper packaging has the advantage of helping to reduce plastic waste and does not easily transfer harmful substances when in contact with the food inside the packaging. Additionally, this packaging can include air circulation space to maintain the product's moisture.

#### b) Size

The size can usually be adjusted according to the portion or volume of the product. Based on the results of interviews with consumers and the owner of Sushi Bizkid, it can be concluded that the size used is one that fits the shape of the sushi. Therefore, the author suggests using a size of 15.3 cm x 8.5 cm x 5 cm in a rectangular box shape. This size is suitable for Sushi Bizkid's products, helping to avoid space that could easily lead to bumps and damage.

#### c) Color

Colors can help attract consumers' attention with their beauty or appealing combinations. Colors also have different meanings or interpretations, and certainly, each color will affect human psychology. Based on the results of interviews with consumers and the owner of Sushi Bizkid, it can be concluded that the colors used in the packaging are red, black, and white. This is because some consumers prefer colors that are associated with Sushi Bizkid. The meanings of the chosen colors are as follows: red symbolizes strength, courage, and fire, while white and black represent simplicity, light, purity, loyalty, and convey a sense of luxury, sophistication, and exclusivity, as well as other strengths.

#### d) Typography

Typography is used to help consumers understand general information presented on a packaging. This also helps to attract consumers' attention, so the information must be clearly visible and easy to read by anyone who sees it. Based on the observation results, the packaging used is still very plain, so there is no information or writing appearance that consumers can obtain. Based on the results of interviews with consumers and the owner of Sushi Bizkid, it can be concluded that the typography used, particularly for the brand, has not been changed from its original writing style. Meanwhile, other information such as contact person, address, social media, branches, and availability on online food applications is provided. In presenting that information to make it easy and clear to read, the Calibri font is used, which is a typeface that belongs to the sans-serif digital font family in a humanist or modern style and conveys a luxurious impression. In addition, the choice of font also aims to attract someone's attention because visualization is quite important (Rahmat & Anastasia, 2023)

#### e) Brand

A brand is used as the identity of a business so that the public or consumers can understand what the company is like just by looking at the brand. Based on the results of interviews with consumers and the owner of Sushi Bizkid, the logo or brand chosen to be displayed on the packaging is important because the brand is crucial for understanding how well it is recognized by the general public. This also helps to understand the extent of consumers' ability to remember a name or brand (Vedhitya, 2023). The same is stated by (Aaker, 2018) that brand recall is an activity of asking someone about a particular brand, or what is commonly referred to as "unaided recall." So when the product is presented or mentioned, consumers can easily remember the brand without any assistance or prompts because it has already crossed their minds

regarding the brand.

### 3) System Design Phase

At this phase, the initial planning concept for the packaging is presented, including the addition of elements or components to enhance the packaging performance. Based on the results of interviews with consumers and owners, the author provides solutions for adding Japanese elements, incorporating shapes/forms as a writing space for who and what type of sushi, adding words as embellishments on the packaging, and increasing air circulation space to maintain product moisture.

### 4) Detailed Design Phase

At this Phase, a prototype of the new packaging for Sushi Bizkid is presented, using a paper box made of single-use ivory material, with dimensions of 15.3 cm in length, 8.5 cm in width, and 5 cm in height. The chosen colors are those that are identical to Sushi Bizkid, namely red, black, and white. The information on the packaging also includes the brand, social media, contact person, branches, and is available on online food apps with added text as a decorative element.

### 5) Testing and Improvement Phase

At this phase, the results of the packaging that has been created are presented, followed by improvements to the front appearance and the inside of the cover. The original text "enjoy your sushi time" is changed to "happy sushi time," and a tagline from Sushi Bizkid is added: "Sushi Enak Gak Bikin Bokek"

### 6) Product Launch Phase

At this phase is the final stage in the packaging development of Sushi Bizkid. Before reaching this last stage, many processes have been gone through, starting from the initial phase to the final phase, resulting in a packaging design made from better materials, namely food grade, with color choices of white, black, and red that are in line with or identical to Sushi Bizkid. This makes it easy to recognize that the packaging belongs to Sushi Bizkid, which is expected to provide satisfaction to consumers.

## 4.2. Consumer Satisfaction

### 1) Performance

Based on the analysis results, it can be concluded that the previous packaging had shortcomings in terms of performance, as it did not meet consumer expectations regarding the information that consumers could obtain or need when looking at the packaging of Sushi Bizkid. From the analysis of the Google form, it can be concluded that the packaging development that has been carried out has met the performance criteria, as it can fulfill consumer expectations regarding the information needed when viewing the packaging of Sushi Bizkid. Thus, this has led to an improvement in the performance of the packaging. This is supported by a theory that suggests packaging can be used as a marketing program because good packaging can provide information related to the product's identity. In addition, based on previous research stated by (Yanti et al., 2024), the importance of labeling and logos in product marketing can be considered one of the marketing strategies. The same thing was stated by (Nazhif & Nugraha, 2023), who mentioned that the creation of branding in a small and medium-sized enterprise (SME) can generate product identity, enabling it to compete in its industry.

### 2) Uniqueness

Special features refer to the addition of a feature, element, or anything that can serve as a complement to provide uniqueness, especially when the previous version lacked distinctiveness due to its very plain packaging. Based on the analysis results after the work, it can be concluded that the indicators of consumer satisfaction related to the uniqueness or distinctiveness have provided a special quality in terms of visualization or appearance in the packaging. This is supported by research (Fadhil et al., 2022) which states that after developing the visual design of packaging for Gayo arabica coffee, consumer interest can be increased as seen from aspects such as color, shape, illustrations, and more. In addition, this can be supported based on consumer satisfaction theory for the uniqueness indicator, which states that a product can be considered unique when it offers features or additional elements that serve as complements aimed at enhancing the value of the packaging. Furthermore, the uniqueness of a product can also be seen from the quality of the materials used or the diversity that gives the product its distinctive characteristics.

### 3) Reliability

Reliability is the ability of a product to perform its functions, thereby avoiding the possibility of damage to the product. Based on the analysis results, it can be concluded that the packaging used previously lacks reliability because it does not have resistance to shocks during shipping, resulting in the sushi products often being less than perfect and not well-shaped. This reduces the appearance of the sushi, making consumers less satisfied.



Based on the results of the distribution of the Google Form related to packaging reliability after development, it shows that the packaging has achieved a reliability percentage of 100%, meaning that the packaging is now reliable. In addition, this is different from the previous results, which indicated a 0% reliability for the packaging. This is measured in relation to the reliability of the packaging during product delivery to see if it is protected from shocks. This is supported by the reliability theory on consumer satisfaction, which states that reliability indicators can be identified when the packaging functions well, thereby preventing the product inside from damage. The opinion expressed by (Srimurni et al., 2018) mengatakan bahwa kemasan yang memiliki ruang kosong yang cukup banyak dapat memberikan peluang states that packaging with a significant amount of empty space can increase the risk of damage due to shocks or impacts, so the packaging must be designed according to the shape and size of the sushi.

#### 4) Suitability

Suitability is the condition where there is an alignment between the quality or design of a product and consumer expectations for that product. Based on the analysis results, it is determined whether the previous packaging used is suitable or not. The data analysis shows that 40% is quite suitable for the packaging, but compared to the results that do not have suitability, which shows 60%, it can be concluded that the packaging used is still not suitable for the product offered.

From the analysis results, it can be concluded that after developing the packaging, the current packaging is now suitable in terms of the shape and size of the product, which provides an appropriate presentation of the product and avoids any space that could cause the sushi product to be damaged. In addition, the packaging currently presents the suitability of the product type with the packaging used, both in terms of design and other aspects. The same opinion is expressed by (Utami & Tamami, 2020), who state that consumer preferences for packaging shapes favor the use of paper boxes, so the packaging produced from this research reflects the contents of the sushi product. This is also supported by (Thabrany et al., 2023) who note that box-shaped packaging is chosen as a functional option because it is easy to store.

#### 5) Durability

Durability is a product's ability to withstand factors that may affect it. Based on the analysis results, it can be concluded that the packaging does not yet have good durability and quality because it still uses plastic packaging materials that have relatively low resistance. Based on the analysis results, it can be concluded that the packaging, after development, now has good durability. Durability refers to how a product can be protected against factors that may affect it. Therefore, the use of ivory material is considered appropriate because it is more durable, superior, and standardized as food-grade. A similar opinion is expressed (Thabrany et al., 2023) who state that the choice of packaging with ivory material is due to its good strength, thickness, and suitability for food.

#### 6) Serviceability

The ability to serve is the product's capability to provide ease of service, both in terms of comfort, speed, punctuality, and how it responds to improvements or handling customer complaints. Based on the analysis results, it can be concluded that the packaging used is still unable to serve consumers effectively because sometimes its ability can compromise the integrity of the product, especially sushi, which has sauce on top that often sticks to the lid of the packaging. Additionally, the lack of ventilation in the packaging can cause the product to become damp due to trapped steam, which can reduce consumer satisfaction and diminish the protection of the product provided by the packaging used.

Based on the analysis results, it can be concluded that the packaging, after development, has been able to serve the product. This can be seen from the analysis of the informants' responses, which indicate that the packaging can protect the product because it already has ventilation space designed to prevent the product from deteriorating quickly. The same thing was stated by (Yulianti & Kencana, 2024) that a packaging must have air ventilation space to maintain the product's moisture due to the existence of several types of sushi, both fried and raw. In addition, the packaging has a size that can preserve and protect the product so that it does not get damaged. This can be seen from the sauce of the product that no longer adheres to the packaging lid, indicating how the packaging's ability to provide comfort and respond to improvements or handling aligns with the theory in question.

#### 7) Aesthetic

Aesthetics is the ability of a product to attract consumers, whether in terms of color, design model, physical shape, and so on. Based on the analysis results, the current packaging does not have the appeal to attract consumer attention and has not been able to provide satisfaction to consumers. This is due to the packaging design being plain and lacking any aesthetic elements, which fails to attract consumers to the packaging. Based on the analysis results, it can be concluded that the developed packaging has successfully met

aesthetic criteria. This can be seen in the packaging, which now incorporates a combination of colors, images, designs, or shapes that can attract consumers. The opinion expressed by (Agustin & Wulandari, 2021) is that aesthetics can create a positive impression and consumer appeal, thereby influencing human psychology regarding the appearance of packaging.

#### 8) Quality

Quality is the ability of a product to create consumer perceptions of a brand. Good quality will certainly add value to a product, in this case, the packaging. Based on the analysis results regarding the packaging used, it has not yet met quality standards, as evidenced by the diagram showing that 100% indicates it is neither environmentally friendly nor of good quality. This result is due to the fact that the packaging materials still use plastic and are of low quality. From the analysis results, it can be concluded that quality is the ability of a product to create consumer perceptions of a brand. Good quality will certainly add value to a product. It can be seen that current packaging has begun to choose materials that are of good quality and environmentally friendly. A business must have sustainable packaging so that it does not create new environmental issues (Kemenparekraf.go.id, 2024). In addition, the produced packaging is also given a lamination that helps make the packaging look shiny and reduces damage to the packaging caused by the sushi food products that are moist. The same thing is supported by Kurniawan's opinion, which states that packaging with lamination will prevent damage to the packaging and make it less prone to tearing (Ardiani et al., 2023).

## 5. Conclusion and Implications

### 5.1. Conclusion

Based on the results of the previous writing, the packaging used by Sushi Bizkid still employs plain plastic mica packaging, which does not provide satisfaction to consumers. Therefore, with the development of the product through packaging that has gone through several Phase of product development, starting from planning to the product launch Phase. Subsequently, this phase has resulted in packaging made from paper, commonly referred to as a paper lunch box, with dimensions that match the size of sushi, which are P15.3 X L8.5 X T5, as well as packaging colors that are identical to Sushi Bizkid, namely a combination of black, white, and red, complemented by product or brand identity that is enhanced and clarified by easily readable text. However, with the product development that has been carried out, the packaging results can enhance consumer satisfaction based on 8 indicators: performance that meets consumer expectations regarding product information, uniqueness in packaging that provides distinctiveness in terms of appearance and visualization, reliability of packaging that can withstand shocks, suitability of size in packaging, durability of sturdy packaging, the ability of the packaging to serve sauces that do not stick to the lid, aesthetics of packaging that showcases a blend of colors and elements, and improved quality of packaging. It is certainly hoped that this will be useful for the Sushi Bizkid (SME) and can serve as a reference for readers or future writers to enrich or add indicators or theories that aid in the perfection of subsequent writings.

### 5.2. Implications

Based on the research findings, the development of packaging can provide satisfaction to consumers. This was tested with several consumers who had previously placed takeout orders or orders through online applications. However, from the owner's perspective, they will certainly consider the costs involved when developing packaging, as these costs will increase if the packaging is to be enhanced. Based on the theory used, namely the product development phase proposed by Ulrich, it has a positive impact, such as the new packaging being able to control humidity and temperature for sushi bizkid, the use of environmentally friendly packaging materials that reduce environmental impact, and the attractive and innovative packaging design that can capture consumers' attention with a different image. Therefore, the creation or development of new packaging for sushi products can provide significant benefits in terms of quality improvement and market appeal, but it must also consider cost aspects to ensure sustainable profits with cost efficiency.

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