Distribution of Paper Food Packaging in Indonesia: B2b Considerations of Quality, Price, and Image in Purchase Decisions

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Abstract
The food and beverage industry is crucial to Indonesia's economy, contributing 39.10 percent of the GDP in 2023. To boost competitiveness, the Ministry of Industry is encouraging the adoption of digital technology and innovation. This study investigates the factors affecting decision-making in the distribution of paper food packaging within a B2B context in Indonesia, focusing on the impact of packaging quality, competitive pricing, and brand image on purchasing decisions by food companies. A descriptive quantitative research method was used, with data collected from 91 participants, selected through the Slovin formula. These participants are decision-makers within food packaging companies, with expertise in packaging quality, pricing, and brand image. Data were gathered via structured questionnaires and analyzed using partial least squares (PLS). Results indicate that product quality significantly affects brand image but does not directly influence purchase decisions. Price impacts both brand image and purchase decisions, while brand image itself does not significantly influence purchase decisions. However, the indirect effect of price on purchase decisions through brand image is significant. The study concludes that pricing perception plays a more crucial role in purchasing decisions than product quality in the paper food packaging industry. Maintaining a strong brand image is essential for building customer trust and loyalty. Limitations include the relatively small sample size and the specific focus on the Indonesian paper food packaging industry, which may affect the generalizability of the findings. Further research is needed to validate and expand upon these results.

Keywords: Paper Food Packaging, Quality, Price, Brand Image, Purchase Decision

1. Introduction
The food and beverage industry makes a substantial contribution to the country's economy, representing 39.10 percent of the GDP in 2023. The Ministry of Industry is proactively deciding for the transition of the industry into the fourth industrial revolution, with the objective of improving competitiveness by implementing digital technology and innovation in production, distribution, and marketing.(Adnan et al., 2019)

The B2B model refers to commercial transactions between two firms, while the B2C model involves transactions between businesses and end consumers (Widiastiti et al., 2020). Within the

realm of distributing paper food packaging, the B2B model encompasses interactions where suppliers offer a range of packaging options, such as boxes, bowls, and bags, to food firms. These companies subsequently utilize these packaging materials to serve or transport their products to customers.

The B2B distribution model for paper food packaging provides various advantages, such as cost-effectiveness achieved by purchasing in large quantities, the ability to customize packaging according to the specific requirements of food companies, and enhanced product quality and dependability facilitated by long-term partnerships (Marwida et al., 2023).

Within the realm of commercial competitiveness in the culinary industry, there exists a situation where the primary emphasis is frequently placed on the excellence of food products, but the significance of utilizing appropriate paper food packaging is typically disregarded (Wydyanto & Yandi, 2020). Effective packaging serves the dual purpose of safeguarding items and maintaining their freshness, while also playing a crucial part in marketing and branding initiatives. Visually appealing and environmentally conscious packaging can enhance aesthetic appeal and bolster brand perception among customers, who are growing more mindful of ecological matters. Culinary enterprises that effectively integrate product excellence with appropriate packaging have the potential to become victorious in the competition. Conversely, those that disregard the packaging element run the danger of tarnishing the product's reputation and diminishing the overall consumer experience. The citation is from the study conducted by.(Kurnianto et al., 2019)

Product quality, according to Kotler and Armstrong, is the capacity of a product to fulfill its intended purposes, including characteristics like durability, reliability, accuracy, ease of use, and repairability (Halin, 2018). Kotler and Keller provide an additional definition of product quality as the capacity to achieve outcomes that satisfy or surpass consumer expectations (Saraswati & Giantari, 2022). Gaspersz delineates the assessment of quality performance into three tiers: process, output, and outcome. The process level assesses the features of each stage and input, whereas the output level compares the resulting output with the criteria set by the client. The outcome level quantifies customer satisfaction (Nugraha, 2019). In addition, Yamit outlines six criteria for evaluating product quality: performance, additional features, dependability and durability, ease of operation and repair, sensory qualities, and ethical profile and image (Amron, 2018).

Price, as defined by Kotler and Armstrong, refers to the monetary value that customers exchange for a product (Rihayana et al., 2022). Kotler and Keller broaden this concept to encompass the value that is given in return for the advantages of possessing or utilizing the goods. The price is a vital component of the marketing mix, exerting influence over demand, revenue, profit, and market share. Additionally, it is a versatile instrument that can be adapted to changes in the market and has a substantial impact on the formation of a product's image and placement. Pricing strategies encompass value-based pricing, which relies on the perceived worth of the client, and cost-based pricing, which considers production costs and desired profits (Wichmann et al., 2022).

A robust brand encompasses intangible elements such as emotions, beliefs, expectations, and customer perceptions, which have an influence on both the company and its customers (Anwar & Andrean, 2021). For corporations, a robust brand allures customers, distinguishes products, and provides defense against rivals. For customers, it streamlines product identification, facilitates the purchasing process, and mirrors psychological values and personality traits (Sivaram et al., 2019). Purchasing decisions entail a process of integration, wherein consumers assess many alternatives and select the option that offers the greatest benefits. Based on Kotler and Armstrong's five-stage model, this process comprises problem identification, information retrieval, assessment of options, buy determination, and post-purchase conduct, with the objective of fulfilling consumer requirements and preferences (Pratama et al., 2023).

This study aims to examine the determinants of decision-making in the distribution of paper food packaging in Indonesia, specifically in a B2B (business-to-business) setting. This research specifically intends to assess the impact of packaging quality, competitive pricing, and brand image on the purchase decisions made by food companies. The investigation will additionally ascertain the disparity between anticipated outcomes and actual outcomes in the utilization of paper food packaging, and its consequences for marketing tactics and the sustainability of culinary enterprises in Indonesia.

It is important to explicitly highlight the areas where research is lacking in the introduction. Existing studies have primarily focused on the quality of food products and general packaging strategies but have often overlooked the specific dynamics and decision-making processes involved in the B2B distribution of paper food packaging. Furthermore, there is a lack of comprehensive research addressing how these factors influence purchasing decisions in the context of Indonesia's food and beverage industry. This gap in the literature necessitates a closer examination of the unique aspects of the B2B paper food packaging market, particularly concerning the roles of packaging quality, competitive pricing, and brand image.

2. Method
2.1 Identify Subsections
This study utilizes a descriptive research method with a quantitative approach. This method is specifically developed to elucidate the phenomena that take place inside the industry, elucidate the causal linkages or effects that are observed, empirically test the provided hypotheses, and interpret the findings to resolve the identified problem. Descriptive research, as defined by Sugiyono (2017), entails the assessment of the value of variables, either singularly or in combination, without engaging in comparisons or establishing relationships between variables (Steven et al., 2021). The study aims to analyze the intricacies of the paper food packaging industry in Indonesia, with a specific focus on product quality, pricing, and brand image. It seeks to understand how these aspects impact purchase decisions in a business-to-business (B2B) setting.

2.2 Participant (Subject) Characteristics
The study recruits' participants from a vast demographic engaged in the paper food packaging business, with a specific focus on decision-makers inside food packaging companies. The

participants possess distinct features such as their positions within their different organizations, their ability to make decisions, and their knowledge of packaging quality, competitive price, and brand image. These individuals are usually managers or executives who oversee making procurement and supply chain decisions. They are responsible for ensuring that they have the necessary expertise and experience to give insightful and relevant solutions. The study seeks to collect data that precisely captures the viewpoints of individuals who play a crucial part in choosing paper food packaging. This will guarantee that the findings are both significant and practical.

2.3 Sampling Procedures
2.3.1 Sample Size, Power, and Precision
The study used the Slovin formula to ascertain an optimal sample size, guaranteeing a representative sample from the extensive population. With a population size of 1000 and a margin of error (e) of 0.1, the determined sample size is 91 persons. This strategy is especially valuable when the population size is significant and there is a lack of easily accessible specific information about the population's characteristics. By employing the Slovin formula, the study guarantees that the sample size is adequate to produce precise and dependable outcomes, while also optimizing efficiency in terms of both time and money. This strategy strikes a harmonious equilibrium between the requirement for accuracy and the pragmatic limitations of carrying out the research.

2.3.2 Measures and Covariates
The data analysis methodology for this study incorporates multiple essential elements aimed at guaranteeing the strength and accuracy of the results. The convergent validity of the measuring model with reflected indicators is evaluated through the application of partial least squares (PLS). A strong correlation, exceeding 0.70, signifies a dependable measure. According to (Waworuntu & Hasan, 2021). values ranging from 0.5 to 0.6 are deemed appropriate for early-stage research. Discriminant validity is assessed by comparing the average variance extracted (AVE) values of each concept with their correlations to other constructs. If the average variance extracted (AVE) of a construct exceeds its association with other constructs, it indicates strong discriminant validity (Cheung et al., 2023). values ranging from 0.5 to 0.6 are deemed appropriate for early-stage research. Discriminant validity is assessed by comparing the average variance extracted (AVE) values of each concept with their correlations to other constructs. If the average variance extracted (AVE) of a construct exceeds its association with other constructs, it indicates strong discriminant validity.

2.3.3 Research Design
The research design of this study is designed to methodically examine the factors that impact decision-making in the distribution of paper food packaging in Indonesia, specifically in a business-to-business (B2B) environment. The study has a cross-sectional methodology, gathering data at a specific moment from a sample that accurately represents the broader population. The selection of this design is based on its high efficiency and effectiveness in accurately capturing a momentary representation of the present condition of the industry and the elements that influence it (Rivai & Zulfitri, 2021).

Data collection is the distribution of organized questionnaires to specifically chosen participants, ensuring that the questions are in line with the research aims and hypotheses. The questionnaires are specifically crafted to collect quantitative data on characteristics including product quality, pricing, brand image, and purchasing decisions. Subsequently, the replies are subjected to statistical analysis to discern patterns, correlations, and the influence of various factors on the process of decision-making.

The study use both descriptive and inferential statistics to examine and interpret the data. Descriptive statistics are employed to succinctly explain the data and offer a comprehensive perspective of the participant characteristics and the crucial variables. Inferential statistics, such as regression analysis and path analysis, are employed to examine hypotheses and assess the associations between variables. Utilizing partial least squares (PLS) in data analysis guarantees the ability to handle intricate models and yield resilient outcomes, even when working with a very limited sample size.
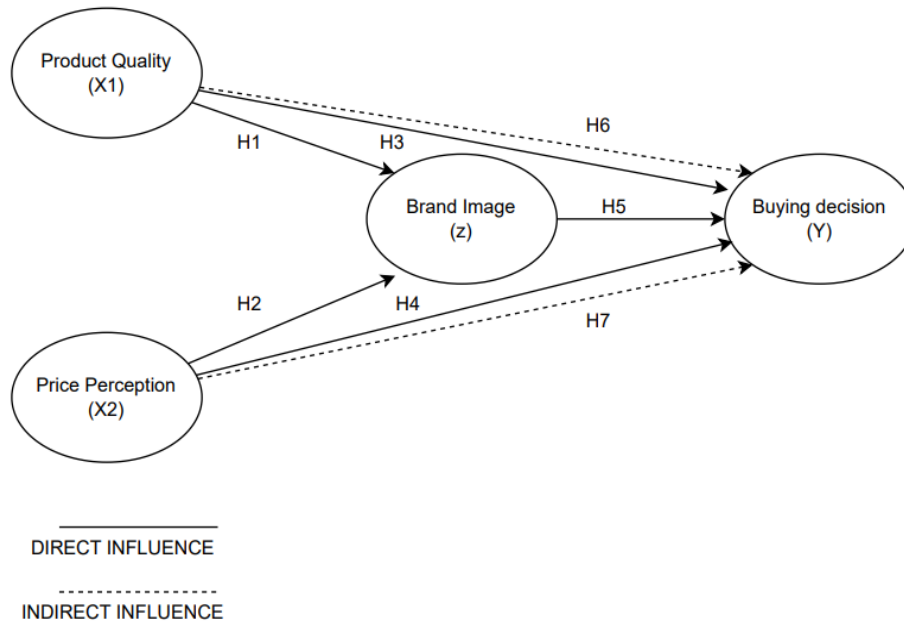

Figure 1. Framework of Thought

2.3.4 Experimental Manipulations or Interventions

This study assesses the outer models containing reflective and formative indicators by considering their substantive substance. Reflective indicators are evaluated using convergent validity, composite reliability, and discriminant validity to ensure that they accurately measure the constructs they are meant to reflect. Formative indicators, however, are assessed by analyzing the statistical significance of their predicted weight values. This entails examining the regression coefficient values and their statistical significance, which are evaluated using bootstrapping computations (Lignou, 2021). Formative indicators differ from reflective indicators in that they do not necessitate reliability and validity assessments. Instead, they are evaluated based on their

role in constructing the desired concept (Hanafiah, 2020). The inner model, also known as the structural model, is examined to assess the connections between constructs, the importance of these connections, and the R-square values of the dependent constructs. This thorough assessment guarantees that the model precisely depicts the fundamental connections between variables.

3. Results

3.1 Recruitment
The study enlisted participants by employing a methodical dissemination of questionnaires specifically crafted to evaluate diverse elements that impact consumer behavior at paper food packaging enterprises in Jakarta. By applying the Slovin method, the researchers calculated the optimal sample size to be 91 responders out of a total population of 1000 individuals. The utilization of this sampling strategy assured that the data acquired was both representative and reliable, thereby establishing a strong and dependable basis for the future statistical analyses.

3.2 Statistics and Data Analysis
Data analysis and reporting are essential components of research. Every study report should include accurate, unbiased, comprehensive, and insightful reporting of the analytical treatment of data, whether it is quantitative or qualitative. Psychology researchers employ several methodologies to analyze data, and there is no universally favored methodology. The choice of method depends on the study questions and the characteristics of the acquired data. The methods employed should be capable of handling the analytical challenges, such as being able to withstand violations of the underlying assumptions, and they should offer clear and unambiguous insights into the data.

3.3 Ancillary Analyses
Provide details of any further analyses conducted, such as subgroup analyses and adjusted analyses. Specify which analyses were pre-specified and which were exploratory, without necessarily providing the same level of detail as the primary analyses. Please consider including the comprehensive findings of these analyses in the supplementary online repository. Examine the potential consequences, if there are any, of the additional analyses on the accuracy of statistical errors.

3.4 Participant Flow
The participant flow had multiple stages: first contact, delivery of questionnaires, collection of responses, and processing of data. The technique was developed with the aim of optimizing response rates and guaranteeing the precision and dependability of the data. The achieved response rate satisfied the parameters established by the Slovin formula, so guaranteeing that the sample was both representative and adequate for the desired analyses.

3.5 Intervention or Manipulation Fidelity
The study did not include any experimental interventions or manipulations. Instead, it prioritized the observation and analysis of current views and behaviors regarding product quality, pricing

perception, brand image, and purchase decisions. This observational methodology facilitated the gathering of genuine data that accurately represents actual consumer behavior.

3.6 Baseline Data
The baseline data consisted of demographic information and early assessments of product quality, pricing, brand image, and purchase habit. The data provided a basis for the subsequent analyses and hypothesis testing, ensuring that the conclusions were firmly rooted in a comprehensive understanding of the participants' original circumstances.

3.6.1 Statistics and Data Analysis
The examination of the outer model encompassed assessments of convergent validity, discriminant validity, and composite reliability, hence confirming the validity and reliability of the measuring model.

The convergent validity of each variable was confirmed as all variables exhibited values higher than 0.5 for Cronbach's alpha, composite reliability, and average variance extracted (AVE). This indicates that the items used to measure the variables were both valid and reliable.

Table 1. Convergent Validity Test Result

Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extract (AVE)
Quality Product	0.928	0.937	0.536
Price	0.867	0.896	0.518
Brand Image	0.817	0.868	0.522
Purchase Decision	0.885	0.908	0.522
Quality Product > Brand Image > Purchase Decision	1.000	1.000	1.000
Price > Brand Image > Purchase Decision	1.000	1.000	1.000

Discriminant Validity, Values greater than 0.5 confirmed the validity of the constructs, ensuring that each construct measured distinct concepts effectively.

Table 2. Divergent Validity Test Result

Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extract (AVE)
Quality Product	0.928	0.937	0.536
Price	0.867	0.896	0.518
Brand Image	0.817	0.868	0.522
Purchase Decision	0.885	0.908	0.522
Quality Product > Brand Image > Purchase Decision	1.000	1.000	1.000
Price > Brand Image > Purchase Decision	1.000	1.000	1.000

Composite reliability is considered high when values exceed 0.7, indicating strong reliability. This suggests that the replies obtained from the research instrument are consistent.

Table 3. Composite Reliability Test Result

Construct	Cronbach's Alpha	Composite Reliability
Quality Product	0.928	0.937
Price	0.867	0.896
Brand Image	0.817	0.868
Purchase Decision	0.885	0.908
Quality Product > Brand Image > Purchase Decision	1.000	1.000
Price > Brand Image > Purchase Decision	1.000	1.000

The evaluation of the inner model involved conducting R-square, Q-square, and F-square tests to determine the predictive capacity and effect sizes of the structural model. R-Square findings indicate that the combination of product quality and price accounted for a substantial portion of the variation in brand image (59.3%) and purchase decisions (53.1%).

Table 4. R Square Test Result

Construct	R Square	Adjusted R Square
Brand Image	0.593	0.584
Purchasing Decision	0.531	0.503

The Q-Square score larger than 0 indicates strong predictive relevance, demonstrating that the model is capable of accurately predicting the observed values.

Table 5. Q Square Test Result

Construct	Q^2	Description
Brand Image	0.278	Have value of predictive relevance
Purchasing Decision	0.256	Have value of predictive relevance

F-Square analyzed the effect sizes and found that certain associations exhibited substantial impacts, while others did not..

Table 6. F Square Test Result

Construct	Quality Product	Price	Brand Image	Purchase Decision
Quality Product		0.172	0.034	
Price		0.946	0.146	
Brand Image			0.002	
Purchase Decision				
QP-> BI -> PD			0.017	
PP-> BI -> PD			0.148	

In studies reporting the results of experimental manipulations or interventions, clarify whether the analysis was by intent-ta-treat. That is, were all participants assigned to conditions included in the data analysis regardless of whether they actually received the intervention, or were only participants who completed the intervention satisfactorily included? Give a rationale for the choice.

When presenting findings from experiments including manipulations or interventions, specify whether the analysis was conducted on an intent-to-treat basis. Specifically, were all participants allocated to conditions included in the data analysis irrespective of whether they got the intervention, or were only those who successfully completed the intervention included? Provide a justification for the selection.

The through examination offers a comprehensive summary of the statistical discoveries, commencing with the assessment of the outer model. The constructs had strong convergent validity, as seen by all of them displaying values more than 0.5 for Cronbach's alpha, composite reliability, and average variance extracted (AVE). This confirms that the items were both valid and reliable. The results of the divergent validity analysis confirmed that each construct effectively measured unique concepts, while the high composite reliability scores suggested good reliability, suggesting consistent answers across the study instrument.

During the inner model evaluation, it was found that the R-square values indicated that product quality and price had a substantial impact on explaining 59.3% of the variation in brand image and 53.1% of the variation in purchasing decisions. The Q-Square values demonstrated strong predictive relevance for both brand image (0.278) and purchasing decisions (0.256), while the F-Square values revealed the magnitude of the impacts, showing significant effects for certain associations but not for others. The thorough evaluation validated the ability of the analysed variables to accurately predict outcomes and demonstrated their importance within the structural model.

The hypothesis testing provided greater clarification on these correlations. The quality of the product had a substantial impact on the brand's image ($t = 2.829$, $p < 0.05$), but it did not have a significant influence on purchasing decisions ($t = 1.544$, $p > 0.05$). The price had a substantial impact on both the brand image ($t = 5.937$, $p < 0.05$) and the purchasing decisions ($t = 3.217$, $p < 0.05$). Nevertheless, the influence of brand image on purchasing decisions was not statistically significant ($t = 0.306$, $p > 0.05$). When examining the indirect impacts, the influence of product quality on purchasing decisions through brand image was not statistically significant ($t = 0.662$, $p > 0.05$). However, the influence of price on purchase decisions through brand image was statistically significant ($t = 2.103$, $p < 0.05$). The findings offer useful insights into the dynamics of consumer behavior within the paper food packaging industry, emphasizing the crucial influence of pricing perception on both brand image and purchasing choices.

4. Discussion
The impact of product quality on brand image in paper food packaging companies
he brand image is greatly influenced by the quality of the product, as evidenced by (Bou-Mitri et al., 2021) who assert that superior product quality improves brand image. High-quality product

attributes, such as durable, secure, and environmentally friendly materials, enhance consumer perceptions, resulting in heightened trust and brand devotion for paper food packaging companies. Content customers are inclined to consistently select superior products, enhancing sales and strengthening the reputation of the brand as a dependable and high-calibre provider. Superior product quality can also function as a powerful marketing tool. Favorable evaluations and testimonials, whether given in person or posted online, serve as complimentary advertising, broadening the brand's exposure and enticing prospective buyers. In the current era of digital technology, where internet information and recommendations have a significant impact on purchasing choices, having a reputation for high quality is quite important. Hence, it is imperative for paper food packaging companies to uphold and enhance product quality to bolster their brand reputation in a fiercely competitive industry.

The Impact of Product Quality on Purchase Decisions in the Paper Food Packaging Industry

The test results reveal that product quality has no substantial influence on purchase decisions, which contradicts the findings of previous research conducted by (Arif & Siregar, 2021), (Chaerudin & Syafarudin, 2021), and (Aeni, 2020). Although product quality is frequently regarded as a critical component in influencing purchasing decisions, other factors such as price, availability, and brand familiarity may have a more substantial impact in this context. Within certain market niches, consumers may exhibit a preference for more affordable products, particularly when purchasing in large quantities for commercial or temporary use, even if the quality is lower. In addition, consumer allegiance to well-known brands and emotional elements such as trust, routines, and good connections can surpass the significance of product excellence. Compelling marketing methods, promotions, and exclusive offers can captivate consumers and sway their choices, even in the absence of great product quality. Although product quality holds significance, there are other aspects that can have a greater impact on purchasing decisions in the paper food packaging business.

The impact of pricing on brand perception in paper-based food packaging companies

The brand image is greatly impacted by price, as evidenced by the studies conducted by (Majeed et al., 2022), (Yab et al., 2020) and Armayani and (Elkhattat & Medhat, 2022) which all indicated that price perceptions have a major influence on brand image. Price frequently functions as an indicator of quality in the realm of paper food packaging firms. An elevated price can engender a feeling of superior quality, uniqueness, and reliability. It indicates that the product utilizes high-quality materials and provides distinct benefits. Increased pricing establish the brand in a higher-end market category, appealing to firms seeking to improve their reputation by using high-quality packaging. On the other hand, reduced prices can attract a wider range of customers, including small and medium-sized businesses who are mindful of costs and looking for affordable packaging options. Both premium and inexpensive pricing strategies are essential for shaping and enhancing brand image based on the target market. Hence, selecting the appropriate price strategy is crucial for paper food packaging companies to establish a reputable and functional brand image that effectively appeals to their target audience.

5. Conclusion

This study highlights the key determinants in the decision-making process for the distribution of paper food packaging within the B2B context in Indonesia. The findings indicate that packaging quality, competitive pricing, and brand image significantly influence purchasing decisions by food companies. These findings are important as they show that not only the quality of food products should be considered, but also the packaging used to maintain the quality and appeal of the products.

Another important finding is that companies that combine product quality with appropriate packaging have a greater chance of winning the competition in the culinary industry. Conversely, companies that neglect the packaging aspect risk damaging the product's reputation and diminishing the overall consumer experience.

However, this study has several limitations. One major limitation is the sample size, which was limited to food companies in Indonesia, making it difficult to generalize the findings to other industries or countries. Additionally, the study only considered three main factors (packaging quality, price, and brand image), leaving out other potential factors that might also influence purchasing decisions.

For future research, it is recommended to expand the sample size to include various industries and countries. Furthermore, future studies could explore additional factors that might affect purchasing decisions in the B2B context, such as sustainability, packaging innovation, and customer relationships. This would provide a more comprehensive understanding of the dynamics of paper food packaging distribution in the B2B market.

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