

Analysis of Consumer Behavior on Design and Quality Preferences for Bonas Jaya Furniture Cabinet Products in Central Lampung

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ABSTRACT

This study aims to analyze consumer behavior regarding design and quality preferences for Bonas Jaya Furniture cabinets in Central Lampung. The competitive development of the furniture industry encourages businesses, especially MSMEs, to understand consumer behavior in purchasing decisions. This study uses a qualitative descriptive approach. Data were collected through in-depth interviews with business owners, production employees, marketing staff, and consumers who have used the cabinet products. Data analysis focuses on consumer behavior stages, including need awareness, information search, alternative evaluation, purchase decisions, and post-purchase behavior. The results show that consumer preferences are influenced by design suitability, product quality, materials, workmanship, and finishing. Consumers tend to make rational and planned decisions supported by trust and clear information from the business. Positive post-purchase behavior is reflected in consumer satisfaction, repeat purchases, and recommendations to others.

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1. INTRODUCTION

The development of the furniture industry in Indonesia has shown significant growth in line with the increasing public demand for residential products. Furniture is no longer seen simply as a home accessory but as an essential part that supports the function, comfort, and aesthetics of a space. One type of furniture that plays a vital role in household life is the cabinet.. It functions as a storage facility as well as an interior element that influences the neatness and layout of a room [1]. Therefore, consumers tend to have special considerations when choosing a wardrobe

that suits their needs and living conditions. As people's lifestyles evolve, consumer preferences for furniture products are also changing. Consumers are now increasingly selective and critical in evaluating products, not only in terms of price, but also in terms of design and quality of the products offered [2].

Product design is a crucial factor influencing consumer interest and decisions. Attractive, ergonomic designs that align with the character of a living space can enhance the utility and aesthetic value of a furniture product [3]. In addition to design, product quality is also a key factor consumers consider when purchasing furniture. Quality

encompasses material durability, construction strength, workmanship accuracy, and the final product finish. Products with good quality tend to provide consumer satisfaction and trust [4], [5]. Consumer behavior in selecting furniture products is influenced by various factors, both internal and external. Internal factors include needs, perceptions, and previous experiences, while external factors include the social environment, recommendations, and information obtained from various media. In the context of increasingly fierce business competition, understanding consumer behavior is crucial for furniture entrepreneurs. Entrepreneurs are required to understand market needs and adapt their product offerings to remain competitive [6], [7].

Small and medium-sized furniture businesses (MSMEs) play a strategic role in supporting the regional economy. MSMEs not only absorb local labor but also contribute to meeting the community's furniture needs with more flexible and customizable products. Bonas Jaya Furniture is a local furniture business operating in Central Lampung and engaged in manufacturing various furniture products, particularly cabinets. This business serves consumer needs with an ordering system that can be customized to the desired size and design. In running its business, Bonas Jaya Furniture faces challenges in the form of competition from large-scale furniture manufacturers and ready-to-assemble furniture products available on the market. This condition requires Bonas Jaya to continuously improve its competitiveness through product design and quality. Consumer preferences for cabinet design and product quality are key factors determining business sustainability. Satisfied consumers tend to make repeat purchases and recommend products to others, thus positively impacting business development [5].

Consumer behavior in the purchasing decision-making process does not occur instantly. Consumers generally go through several stages, from need awareness, information search, alternative evaluation,

purchase decision, and post-purchase behavior. Each stage in the process reflects consumers' rational and emotional considerations. During the evaluation stage, consumers compare various product alternatives based on design, quality, price, and suitability to their living space needs. Understanding consumer behavior at each stage can provide a comprehensive picture of the factors influencing consumer preferences for cabinet products. This information serves as an important basis for formulating product development strategies. Research on consumer behavior in the furniture sector, particularly in local furniture businesses, is still relatively limited compared to other industrial sectors. However, furniture consumers have unique characteristics influenced by their living conditions and lifestyle [8].

Therefore, a more in-depth study of consumer behavior towards design preferences and product quality of cabinets in local furniture businesses is needed. This study is expected to provide both academic and practical contributions. From an academic perspective, this research is expected to add to the scientific knowledge in the field of marketing management and consumer behavior, particularly in the furniture industry. The results of this study can serve as a reference for further research in a similar context. From a practical perspective, this research is expected to provide evaluation material and input for Bonas Jaya Furniture in improving product quality and adapting designs to consumer needs and preferences [9]. By understanding consumer behavior more deeply, business actors can design more targeted marketing and product development strategies, thereby increasing consumer satisfaction and loyalty. Based on this description, this study aims to analyze consumer behavior towards design preferences and quality of Bonas Jaya Furniture cabinet products in Central Lampung, as well as identify factors that influence consumer decisions in choosing cabinet products.

2. LITERATURE REVIEW

A literature review serves as a theoretical foundation for understanding the concepts and variables under study. This study focuses on consumer behavior and the factors influencing consumer preferences for cabinet design and product quality. Consumer behavior can be defined as the process individuals undergo in recognizing needs, seeking information, evaluating alternatives, making purchasing decisions, and evaluating products after use. Understanding consumer behavior is an important foundation for companies in designing products and marketing strategies. The consumer decision-making process generally consists of several interrelated stages [10]. These stages reflect how consumers think rationally and emotionally before deciding to purchase a product.

Need awareness is the initial stage in consumer behavior, where individuals recognize a gap between actual and expected conditions. In the context of furniture, needs often arise due to changes in living conditions or household activities. After recognizing a need, consumers search for information to obtain an idea of suitable products. Information can be obtained from various sources, such as personal experience, recommendations from social circles, and digital media. Alternative evaluation is the stage where consumers compare various product options based on specific criteria. At this stage, consumers assess the advantages and disadvantages of each alternative before making a choice [1].

The purchasing decision is the stage when consumers select a specific product and complete the transaction. This decision is influenced by various considerations, including perceptions of the product's value and level of trust in the manufacturer. Post-purchase behavior reflects consumers' responses after using the product. The level of satisfaction or dissatisfaction experienced will influence repurchase intentions and recommendations to others. Consumer preference is an individual's tendency to choose the product that best suits their needs

and desires. This preference is formed through experience, perception, and evaluation of product attributes [6].

Product design is a crucial attribute influencing consumer preference. Design relates not only to visual appearance but also to the functional and ergonomic aspects of the product. In the furniture industry, product design plays an initial attraction that can influence consumer interest. Designs that align with the characteristics of the consumer's living space and lifestyle tend to be more desirable [2], [3]. In addition to design, product quality is a key factor in shaping consumer preference. Product quality reflects the product's ability to perform its functions according to consumer expectations [11].

Furniture product quality encompasses material durability, construction strength, workmanship accuracy, and the final product finish. Good quality will increase consumer satisfaction and trust [4], [5]. The relationship between product design and quality is complementary. Products with attractive designs but low quality tend not to maintain long-term customer satisfaction. Consumer preferences for furniture are often influenced by living conditions and space constraints [12]. Therefore, products that can be tailored to spatial needs have greater value in the eyes of consumers. In the context of the local furniture business, design flexibility and customization capabilities are competitive advantages compared to mass-produced furniture. This allows manufacturers to more specifically meet consumer needs.

Previous research shows that product design and quality significantly influence consumer purchasing decisions. Both variables contribute to the perception of product value. Consumer behavior toward furniture products is also influenced by trust and prior experience. Satisfied consumers tend to have higher loyalty to a brand or manufacturer. A comprehensive understanding of consumer behavior, design preferences, and product quality provides the basis for business actors in designing product development strategies oriented to market

needs [9], [13]. Based on theoretical studies and previous research results, it can be concluded that consumer behavior is closely related to preferences for cabinet design and quality. This theoretical framework serves as the basis for analyzing consumer behavior in Bonas Jaya Furniture cabinet products in Central Lampung [3].

3. METHODS

This study uses a qualitative approach with descriptive methods to analyze consumer behavior towards design and quality preferences for Meubel Furniture Bonas Jaya cabinet products in Central Lampung [14]. The qualitative approach was chosen because this study aims to gain an in-depth understanding of the consumer decision-making process, from need awareness to post-purchase behavior, as well as the reasons behind consumer preferences for product design and quality [6]. The study was conducted at Meubel Furniture Bonas Jaya, focusing on consumers who had ordered and used cabinet products, so that the information obtained reflects consumers' actual experiences in using the product. The research subjects consisted of internal and external informants. Internal informants included business owners, production employees, and the marketing department, selected because they are directly involved in business management and operations. External informants were Meubel Furniture Bonas Jaya consumers who were selected purposively, namely consumers who were deemed capable of providing relevant information regarding their experience of purchasing and using the product. The number of informants was adjusted to the research needs and the principle of data sufficiency (data saturation), so the data collection process was stopped when the information obtained showed a recurring pattern [14].

Data collection techniques were conducted through in-depth interviews, observation, and documentation [14]. In-depth interviews were used to obtain information related to consumer perceptions,

experiences, and considerations in selecting cabinet products, while observations were conducted to directly observe the production process, workmanship results, and interactions between consumers and the business. Documentation was used as supporting data in the form of product photos, order records, and business archives relevant to the research. Data analysis was carried out in stages, referring to the stages of qualitative analysis, namely data reduction, data presentation, and conclusion drawing [14]. Data from interviews and observations were selected and grouped according to consumer behavior indicators, namely need awareness, information search, alternative evaluation, purchasing decisions, and post-purchase behavior [1], [6]. Next, the data were presented in descriptive narrative form to facilitate understanding of the relationships between variables. Conclusions were drawn by systematically interpreting the research findings and linking them to the theoretical framework used.

To maintain data validity, this study applied source triangulation techniques, namely comparing information obtained from internal and external informants [14]. In addition, technical triangulation was also carried out by comparing the results of interviews, observations, and documentation. By applying this method, it is hoped that the research results will be able to provide an accurate and comprehensive picture of consumer behavior towards design preferences and product quality of Bonas Jaya Furniture cabinets in Central Lampung [6], [8].

4. RESULTS AND DISCUSSION



Figure 1. Bonas Jaya Organizational Structure

The organizational structure of Bonas Jaya Furniture is designed to be simple and tailored to the operational needs of MSMEs. Roles are divided so that production, marketing, and administration activities can run in a coordinated and efficient manner. The business owner holds the highest role with primary responsibility for strategic decision-making, capital management, and oversight of all business activities. The operational manager is responsible for translating the owner's policies into daily activities, including coordinating production and employee performance. The administration and finance department handles transaction recording, cash flow management, and the preparation of simple

financial reports. The production supervisor is responsible for overseeing the furniture manufacturing process, managing task allocation, raw material usage, and maintaining quality and production timeliness. The production team carries out the entire furniture manufacturing process until the final stage, thus playing a direct role in determining product quality. Meanwhile, the sales and marketing department carries out marketing and sales functions through customer service, order recording, and promotional activities. With this structure, Bonas Jaya Furniture is able to run the business effectively and provide optimal service to consumers.

Table 1. Informant Characteristics

No	Nama	Jumlah (Orang)	Status
1	Agus Salim	1	Pemilik/Manajer Bonas Jaya
2	Nugraha	1	Karyawan Produksi
3	Neli Ana	1	Marketing
4	Rikky Suyanto	1	Konsumen 1
5	Rima	1	Konsumen 2
6	Yuni	1	Konsumen 3

This study involved six informants, consisting of internal and external consumers. Internal informants included the business owner or manager, production employees, and administrative staff selected for their direct role in the management and operations of Meubel Furniture Bonas Jaya. Internal informants provided information related to the production process, business management, and the implementation of product quality standards.

The analysis of consumer behavior in this study is based on five main aspects: need recognition, information search, alternative evaluation, purchasing decision making, and post-purchase behavior. Research data was collected through interviews with internal informants including the business owner, production employees, and marketing staff, as well as external informants, namely consumers.

Based on the results of in-depth interviews with all informants, it was discovered that consumer awareness of

Meubel Furniture Bonas Jaya furniture products was formed in response to real situations they experience in their daily lives. Consumers do not view furniture purchases solely as fulfilling the aesthetic elements of a residence, but rather as solutions to problems related to limited space, furniture function, and the level of comfort of use. Most consumers stated that the need for new furniture emerged after they moved into a new house or rearranged the space. During this process, consumers realized that ready-made furniture available on the market often did not match the size of the room, thus impacting the spatial arrangement and comfort of activities in the house. This mismatch then triggered the emergence of the need for more appropriate furniture. One consumer stated that awareness of needs emerged gradually when she began using her bedroom intensively and felt the limitations of her old furniture. She considered her previous furniture inadequate for optimal storage and was too large for the available space. Another

consumer explained that changes in family circumstances, such as the addition of family members and the increasing number of belongings, made the old furniture insufficient, necessitating the need for a more functional and organized cabinet. From an internal business perspective, the owner of Meubel Furniture Bonas Jaya stated that the majority of consumers come with relatively similar concerns: the need for furniture that can be adapted to the room's conditions and family activities. The business owner believes that consumers are now increasingly considering aspects of function and comfort when choosing furniture. This is reinforced by statements from production employees who stated that consumers generally request specific sizes and designs, indicating that their needs have been carefully considered before placing an order. Furthermore, the marketing department added that in the initial stages of communication, consumers tend to explain the room's condition and usage requirements in detail before discussing price aspects. Based on the results of interviews with internal and external informants, it can be concluded that consumer awareness of Meubel Furniture Bonas Jaya's needs is formed through a rational process and is based on real-life experiences. Consumers view furniture as a means of supporting daily activities and comfort, not simply a decorative element. This awareness is influenced by living conditions, limited space, changes in family activities, and the incompatibility of existing furniture with current needs. A high level of needs awareness is reflected in consumers' ability to identify and articulate specific needs, providing a strong foundation for proceeding to a more selective and planned information search and evaluation of alternatives.

Once they recognize the need for furniture, Bonas Jaya Furniture consumers continue their decision-making process by seeking relevant information. Interviews indicate that information seeking is actively conducted through various sources, both personal and digital. The marketing department explained that social media is the most common initial channel consumers use

to learn about Bonas Jaya Furniture. Through this platform, consumers can view production documentation, design variations, and the quality of the furniture produced. One consumer stated that the availability of product photos and documentation on social media makes it easier to compare the work of several manufacturers without having to visit the business location in person. In addition to digital sources, recommendations from family, friends, or relatives also have a significant influence on the information-seeking process. Consumers tend to trust the experiences of those closest to them who have used the services of a furniture business before. The business owner stated that consumers who come through recommendations generally already have a level of trust, allowing for faster communication and decision-making. A production employee added that during the information-seeking stage, consumers often want to see examples of production directly or discuss design possibilities that can be tailored to their needs. These interactions helped consumers gain a clearer understanding of Bonas Jaya's production capacity and quality. Furthermore, marketing staff reported that consumers actively sought information regarding pricing, estimated lead times, and ordering mechanisms before entering the alternative evaluation stage. Interviews revealed that Bonas Jaya Furniture consumers' information search process was active, selective, and based on trust. Social media served as a visual source for assessing product design and quality, while personal recommendations reinforced their confidence. This information search pattern suggests that consumers were rational and cautious, combining various sources before making a purchasing decision.

During the alternative evaluation stage, Bonas Jaya Furniture consumers begin to consciously and structuredly compare various furniture manufacturers. Interviews indicate that this phase is crucial for consumers in assessing the strengths and weaknesses of Bonas Jaya compared to other furniture manufacturers, both large-scale furniture stores and local craftsmen. One

consumer explained that before deciding to order from Bonas Jaya, she had considered several furniture stores that offered ready-to-assemble products. However, she considered these products less flexible because the size and design options were predetermined, making them incompatible with the living space. Another consumer stated that during the comparison process, she assessed the suitability of price and the quality of the materials used. She believed that Bonas Jaya's prices were commensurate with the quality of the materials and the workmanship achieved. From an internal perspective, the business owner stated that most consumers came to the store after being dissatisfied with alternative manufacturers. This indicates that today's consumers are increasingly selective, not only considering price but also assessing product durability, material type, and final quality. A production employee added that at this stage, consumers often request to see work samples or directly observe the production process to ensure the quality standards are being applied. Furthermore, the marketing team stated that consumers frequently ask questions about the differences between Bonas Jaya and other manufacturers, particularly regarding design flexibility, estimated lead times, and after-sales service. Based on the interviews, it can be concluded that the alternative evaluation process undertaken by Bonas Jaya Furniture consumers is rational, comprehensive, and needs-oriented. Consumers not only compare price aspects but also consider material quality, design customization capabilities, workmanship, and product suitability for the living space. Bonas Jaya's advantages in customizable designs and quality workmanship are the main differentiating factors compared to mass-produced furniture manufacturers. Therefore, the alternative evaluation stage serves to strengthen consumers' confidence that Bonas Jaya is the choice that best suits their needs and preferences.

The purchasing decision is the stage when Bonas Jaya Furniture consumers officially decide to order furniture. Interviews indicate that this decision is not made

spontaneously, but rather through a series of careful considerations and intense communication between the consumer and the business. The business owner explained that before a purchasing decision is made, a detailed discussion usually takes place regarding the design, material type, size, price, and estimated production time. This process aims to align perceptions and minimize the potential for misunderstandings. One consumer stated that the confidence to purchase emerged after feeling confident in Bonas Jaya's ability to realize the desired design. Clarity of information and openness from the business are important factors in building this trust. The marketing team added that at the purchasing decision stage, consumers generally have a nearly final design and only make minor adjustments. Furthermore, consumers begin to discuss in more detail the payment mechanism and production schedule. Production employees also explained that technical certainty in the production process also influences consumer decisions, as consumers feel more confident when they know the desired design can be technically realized. Based on the interview results, it can be concluded that purchasing decisions are influenced by a combination of rational considerations, such as product quality, price, and materials, as well as emotional factors such as trust, comfort in communication, and confidence in the final result. Purchasing decisions made consciously and planned indicate a high level of consumer involvement in the purchasing process, while strengthening Meubel Furniture Bonas Jaya's position as a furniture manufacturer capable of building long-term relationships with its consumers.

The post-purchase behavior stage shows how consumers evaluate and respond to furniture products after using them in their daily activities. Based on interview results, the majority of consumers expressed a high level of satisfaction with Bonas Jaya Furniture products. Consumers stated that the products received were in accordance with the agreed design and were able to function optimally to support their daily needs. In addition, the

quality of the materials and the finishing results were the aspects that were most felt after the product was used for a certain period of time. The marketing team explained that satisfied consumers generally provide positive feedback, both directly and through social media, and often even recommend Bonas Jaya to family and friends. The business owner emphasized that customer satisfaction is an important indicator of business success, because satisfied customers tend to reorder and establish long-term relationships. Production employees also added that customer feedback is used as evaluation material for future product improvements and enhancements. Based on these findings, it can be concluded that the post-purchase behavior of Bonas Jaya Furniture consumers reflects a high level of satisfaction, which is characterized by product conformity to expectations, good material quality, and optimal product function. This positive post-purchase behavior contributes to the formation of consumer loyalty and word-of-mouth promotion, which are important factors for the sustainability and development of the Bonas Jaya Furniture business.

5. CONCLUSION

Based on the research results and discussions conducted, it can be concluded that consumer behavior plays a significant role in shaping preferences for the design and quality of Bonas Jaya Furniture cabinets in Central Lampung. Consumers do not make purchasing decisions spontaneously, but

rather through a structured and rational process, starting from need awareness, information search, alternative evaluation, to purchase decisions and post-purchase behavior. Each stage reflects a high level of consumer involvement in determining product choices that suit their needs and living conditions. The results of the study indicate that product design and quality are the main factors influencing consumer preferences. Designs that can be adjusted to room size and usage needs provide added value for consumers, while product quality, including material selection, workmanship accuracy, and finishing results, are the main basis for building satisfaction and trust. Product quality tends to have a more dominant influence because it is directly related to the durability and long-term function of the cabinets used. In addition to rational factors, emotional aspects such as trust, comfort in communication, and transparency of information from the business also influence consumer decisions. Positive post-purchase behavior, characterized by high levels of satisfaction, a tendency to repurchase, and recommendations to others, indicates that Bonas Jaya Furniture is able to meet consumer expectations. Thus, this study confirms that understanding consumer behavior and focusing on design development and improving product quality are important strategies for the sustainability and competitiveness of local furniture businesses in Central Lampung.

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