

FACTORS THAT INFLUENCE CONSUMERS' PERCEPTIONS OF THE FRONT OF PACK NUTRI SCORE LABEL ON PACKAGED COFFEE POWDER

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Abstract

This study aims to analyze public perceptions of the Front Of Pack Label Nutriscore on Packaged Ground Coffee and analyze the factors that can influence these perceptions. The research method used in this study is a descriptive quantitative method. The sample in this study was 100 respondents who were consumers of packaged coffee in Medan City. The data collection method used a questionnaire with a Likert scale. Data analysis in this study used multiple linear regression analysis using the SPSS version 25 program. Hypothesis testing in this study used a partial t test, simultaneous f test and determination coefficient test. The results showed that the partial T test showed that the t count value was $5.595 < t \text{ table } 1.661$ and had a significant value of $0.000 > 0.05$, so that partially internal factors had a significant positive effect on the Front Of Pack Nutri-Score Perception of consumers of packaged ground coffee in Medan City. The results of the partial T test show that the t-value is $2.738 < t\text{-table } 1.661$ and the significance value is $0.007 < 0.05$, so that partially external factors have a significant positive effect on the Front Of Pack Nutri-Score Perception of packaged ground coffee consumers in Medan City. Simultaneously, it produces a significant value of $0.000 < 0.05$. So, simultaneously the independent variables have a significant positive effect on the Front Of Pack Nutri-Score Perception of packaged ground coffee consumers in Medan City. The results of the determination coefficient test show a value of 0.339. So it can be concluded that internal factors (X1) and external factors (X2) have an effect on the Front Of Pack Nutri-Score Perception of the community in Medan City by 33.9%. While the remaining 66.1% is influenced by variables outside the predicative of this study.

Keywords: *Internal Factors; External Factors; Perception; Nutri-Score*

1. INTRODUCTION

Nutritional problems are still a serious problem. In recent years, increased consumption of high-sugar, high-fat, high-salt and energy-dense foods combined with lifestyle changes and decreased physical activity have contributed to a sharp rise in the number of people affected by obesity (WHO 2020). Kontopoulou et al. (2022) in their research shows that more than 40% of boys are obese and 14% to 19% of girls are obese. In the last two decades, obesity has increased worldwide and is associated with chronic diseases that can have a detrimental impact on individual health and the viability of health systems. Being overweight and obese is also associated with chronic health conditions such as diabetes, hypertension, heart disease, stroke, chronic respiratory disease and cancer.

According to Egnell et al. (2019) the prevalence of obesity in adults is currently estimated to range between 16.5% and 23.9% in women and between 17.3% and 23.3% in men. Furthermore, North Sumatra Province recorded that in 2018 as many as 25.8% of the adult population were obese. This indicates that the obesity situation in Indonesia is quite large, especially in North Sumatra Province (Ministry of Health of the Republic of Indonesia, 2018). These nutritional problems can occur due to mismatching needs and unhealthy behavior. Therefore, considering the relationship between individual nutritional conditions and success in chronic disease prevention. This helping consumers to make healthier food choices has become a priority for governments, authorities and businesses.

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Where these parties are socially and organizationally responsible in an effort to identify ways to control overweight or obesity (Patimah, 2022). One of the causes of the risk of obesity is drinking coffee with a high sugar content (Putri, 2021). Rahman et al. (2020) argue that there are five processes in which perception occurs, namely, the object causes a stimulus, and the stimulus can hit the sense organs or receptors, the natural process or physical process is the process when the stimulus can hit the sense organs, the physiological process is the process by which the stimulus received by the sense organs is transmitted by sensory nerves to the brain, the psychological process is when the process in the brain becomes the center of enlightenment as a result of which the individual is aware of what is seen, what is heard, and what is touched, and the final level based on the perception process is that the individual is aware of for example what is seen, what what is heard, and what is touched, namely stimuli received through the sense organs.

According to Saleh & Arif (2019), perceptions can be influenced by internal and external factors. Husni et al. (2023) argue that internal factors are factors that exist in the person who perceives the stimulus, while external factors are factors that are inherent in the object. According to Saleh & Arif (2019), internal factors include individual feelings, attitudes and personalities, prejudices, desires or hopes, attention (focus), learning processes, physical conditions, mental disorders, appreciation, values and needs as well as interests, appreciation and motivation. . Meanwhile, external factors include family background, information obtained, knowledge and needs of the surroundings, intensity, size, opposition, repetition of movements, new and familiar things or unfamiliarity of an object.

2. IMPLEMENTATION METHOD

A. Data Determination Method

The type of research used in this research is descriptive research. According to Sugiyono (2012) descriptive research is a research method to create a picture of a situation or event, so this method aims to collect or accumulate basic data only. However, in a broader sense of research methods, descriptive research includes broader research methods beyond experimental and historical methods, and more generally is often known as the survey method. The method used is correlational analysis with a multiple regression analysis approach.

B. Method of collecting data

Data collection is a process of approaching subjects and the process of collecting subject characteristics required in a study. Without knowing the data collection techniques or procedures, researchers will not obtain data that meets the established data standards (Sugiyono, 2019b). Data collection techniques in this research used questionnaire techniques and direct interviews with respondents. Questionnaires were distributed directly to all samples using a Likert scale.

3. RESULTS AND DISCUSSION

A. Respondent's Age

Table 4. 1 Age of Respondents

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20 Years	24	24.0	24.0	24.0
	21-30 Years	48	48.0	48.0	72.0
	31-40 Years	18	18.0	18.0	90.0
	>40 Years	10	10.0	10.0	100.0
Total		100	100.0	100.0	

Source: SPSS 25

Based on the table above, the ages of all respondents included in this study are known. Of the 100 respondents, 48 respondents were respondents with an age range of 21-30 years. 24

respondents aged 15-20 years. Meanwhile, the remaining 18 respondents were aged 31-40 years and 10 respondents with an age range of >40 years.

B. Respondent's Gender

Table 4. 2 Gender of Respondents
Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Woman	47	47.0	47.0	47.0
	Man	53	53.0	53.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 25

Based on the table above, the gender classification of packaged ground coffee consumers in Medan City is known. It was found that the largest gender was male with a total of 53 respondents. Meanwhile, there were 47 respondents in the female gender group.

C. Respondent Education Group

Table 4. 3 Respondents Based on Education
Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Elementary/Middle School	5	5.0	5.0	5.0
	SENIOR HIGH SCHOOL	52	52.0	52.0	57.0
	Diploma	6	6.0	6.0	63.0
	S1	27	27.0	27.0	90.0
	S2	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 25

Based on the table above, groups of respondents were found based on the level of education they had completed. The group of respondents with the highest level of education is the high school education group. Furthermore, the second highest level of education was the group of respondents with a Bachelor's degree (S1) with 27 respondents. Meanwhile, the remaining 10 respondents had master's degrees, 6 respondents had diplomas and the last 5 respondents had elementary/middle school education.

D. Respondent's Occupation

Table 4. 4 Respondents Based on Occupation
Work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	IRT	11	11.0	11.0	11.0
	Civil servants	10	10.0	10.0	21.0
	Private sector employee	22	22.0	22.0	43.0
	Self-employed	10	10.0	10.0	53.0
	Student	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 25

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Based on the table above, a grouping of respondents was found based on the type of work or activities carried out. Of the 100 respondents, the most respondents were students with a total of 47 respondents. Furthermore, the respondents with the second largest type of work, namely private employee work, amounted to 22 respondents. Meanwhile, the remainder were 11 respondents as housewives and 10 respondents each as self-employed and civil servants.

E. Validity test

Table 4. 5 Validity Test Results

Statement	R-Count	R-Table	Conclusion
X1.1	0.435	0.3	Valid
X1.2	0.427	0.3	Valid
X1.3	0.675	0.3	Valid
X1.4	0.495	0.3	Valid
X1.5	0.503	0.3	Valid
X1.6	0.623	0.3	Valid
X1.7	0.556	0.3	Valid
X2.1	0.487	0.3	Valid
X2.2	0.597	0.3	Valid
X2.3	0.530	0.3	Valid
X2.4	0.560	0.3	Valid
X2.5	0.560	0.3	Valid
Y.1	0.458	0.3	Valid
Y.2	0.471	0.3	Valid
Y.3	0.505	0.3	Valid
Y.4	0.518	0.3	Valid
Y.5	0.563	0.3	Valid
Y.6	0.522	0.3	Valid
Y.7	0.551	0.3	Valid

Source: SPSS 25 (processed)

Based on the test results in the table above, the questionnaire was distributed to 100 respondents and each question produced a correlation coefficient Rcount that was greater than Rtable. Therefore, the questionnaire instrument in the research on internal factor variables, external factors and Front Of Pack Nutri-Score Perception was declared and recognized as valid. Therefore, this research can be continued in the next test.

F. Reliability Test

Table 4. 6 Reliability Test Results

Variable	Chronbach's alpha	Information
Internal Factors (X1)	0.647	Reliable
External Factors (X2)	0.710	Reliable
Perception Front Of Pack Nutri-Score (Y)	0.613	Reliable

Source: SPSS 25 (processed)

Based on the reliability results in the table above, it shows that each Cronbrach's alpha value is greater than the r table, namely 0.60. This shows that overall the question items are reliable because Cronbrach's alpha>0.60.



G. Classic assumption test

**Table 4. 7 Normality Test Results
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residuals
N		100
Normal Parameters, b	Mean	.0000000
	Std. Deviation	2.81693724
Most Extreme Differences	Absolute	.051
	Positive	.049
	Negative	-.051
Statistical Tests		.051
Asymp. Sig. (2-tailed)		.200c,d

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: SPSS 25

Based on the normality test results above, the One Sample Kolmogorov-Smirnov test results show a significance value of 0.200. These results show that the significance value (0.200) > 0.05. Thus, the regression model in this research is declared free from normality tests or data with normal distribution. So, this research can be continued in the next test.

H. Multicollinearity Test

**Table 4. 8 Multicollinearity Test Results
Coefficientsa**

Model	Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
	B	Std. Error	Beta	Tolerance	VIF
1 (Constant)	14,923	1,953			
Internal factors	0.422	0.075	0.477	0.935	1,069
External Factors	0.408	0.149	0.234	0.935	1,069

a. Dependent Variable: Front Of Pack Perception Nutri-Score

Source: SPSS 25

From the table above, it can be seen that all independent variables, internal factors (X1) have a tolerance value (0.935>0.1) and a VIF value (1.069<10) and external factors (X2) have a tolerance value (0.935>0.1) and a VIF value. (1,069<10). So it can be concluded that in this study there were no symptoms of multicollinearity in the existing regression model. Therefore, the multicollinearity test was declared passed so that the next test could be carried out.

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I. Heteroscedasticity Test

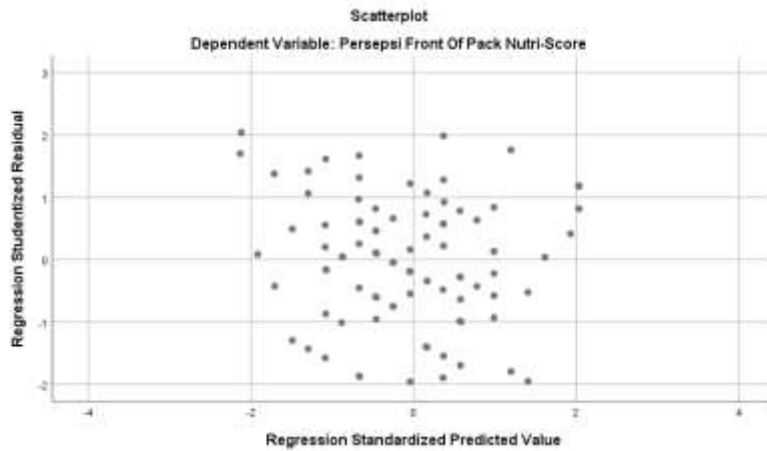


Figure 4. 1 Heteroscedasticity Test Results
Source: SPSS 25

Based on the data above, the scatterplot results show that the points are spread out and do not show a particular pattern. Therefore, this research concludes that there are no symptoms of heteroscedasticity. Thus, the regression model in this study was declared to have passed the heteroscedasticity test so that subsequent tests could be carried out.

J. Multiple Regression Analysis

Table 4. 9 Multiple Regression Analysis

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	
1	(Constant)	14,923	1,953		7,643	0,000
	Internal factors	0.422	0.075	0.477	5,595	0,000
	External Factors	0.408	0.149	0.234	2,738	0.007

a. Dependent Variable: Front Of Pack Perception Nutri-Score

Source: SPSS 25

Based on the table above, the multiple linear regression equation used is as follows:

$$Y = 14.923 + 0.422X_1 + 0.408X_2 + e$$

Based on the equation above, several points can be concluded, including the following:

- The constant value (a) is 14.923, which means that if each independent variable constant has a value of 0 or there is no independent influence, then the value of the Front Of Pack Nutri-Score Perception variable is 14.923.
- The value of the internal factor regression coefficient (X1) is 0.422, which means that every increase in the internal factor variable by 1 unit will increase the Front Of Pack Nutri-Score Perception by 0.422 assuming other variables are constant.
- The regression coefficient value of the external factor variable (X2) is 0.408, meaning that every increase in the external factor variable by 1 unit will increase the Front Of Pack Nutri-Score Perception by 0.408, assuming the other variables are constant.



K. Partial Test (t)

Table 4.1 Partial T Test Results

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	14,923	1,953		7,643	0,000
Internal factors	0.422	0.075	0.477	5,595	0,000
External Factors	0.408	0.149	0.234	2,738	0.007

a. Dependent Variable: Front Of Pack Perception Nutri-Score

Source: SPSS 25

Based on the results of the t test above, where the significance is 0.05 (2-sided test) $100 - 3 = 97$, the t table is 1.661.

- The results of the t-test (partial test) of internal factors (X1) on Front Of Pack Nutri-Score Perception show that the t value is $5.595 < t_{table} 1.661$ and has a significance value of $0.000 > 0.05$, so it can be concluded that H1 is accepted and H0 is rejected. This means that internal factors have a positive and significant influence on Front Of Pack Nutri-Score Perception.
- The results of the t test (partial test) of external factors (X2) on Front Of Pack Nutri-Score Perception show a t value of $2.738 < t_{table} 1.661$ and a significance value of $0.007 < 0.05$, so it can be concluded that H0 is rejected and H2 is accepted. This means that external factor variables have a positive and significant effect on Front Of Pack Nutri-Score Perception.

c. Simultaneous F Test

Table 4. 11 Simultaneous F Test Results
ANOVAa

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	403,732	2	201,866	24,926	,000b
Residual	785,578	97	8,099		
Total	1189.310	99			

a. Dependent Variable: Front Of Pack Perception Nutri-Score

b. Predictors: (Constant), External Factors, Internal Factors

Source: SPSS 25

Based on the table above, a significance value of $0.000 < 0.05$ is obtained. Therefore, the hypothesis (H3) in this study is accepted and H0 is rejected. So this research states that together (simultaneously) the internal factor variables (X1) and external factors (X2) have a positive and significant effect on the Front Of Pack Nutri-Score Perception of the community in Medan City.

L. Determination Coefficient Test (R2)

Table 4. 12 Determination Coefficient Test Results
Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.583a	,339	,326	2.84583	1,782

a. Predictors: (Constant), External Factors, Internal Factors

b. Dependent Variable: Front Of Pack Perception Nutri-Score

Source: SPSS 25

Based on the table above, it shows that the R-square value is 0.339. So it can be concluded that internal factors (X1) and external factors (X2) influence the Front Of Pack Nutri-Score

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Perception of the community in Medan City by 33.9%. Meanwhile, the remaining 66.1% is influenced by variables outside the predicative of this research.

4. DISCUSSION

A. The Influence of Internal Factors on Front of Pack Nutri-Score Perceptions

Based on the research results, it shows that partially, internal factor variables have a significant positive effect on the perception of Front Of Pack Nutri-Score among consumers of packaged ground coffee in Medan City. This is proven by the partial T test showing that the tcount value is $5.595 < t_{table} 1.661$ and has a significance value of $0.000 > 0.05$, so it can be concluded that H1 is accepted and Ho is rejected. This means that internal factors have a positive and significant influence on the Front Of Pack Nutri-Score Perception. These results indicate that the higher the internal factors that encourage coffee consumers to have Front Of Pack Nutri-Score, the better the perception of coffee consumers towards Front Of Pack Nutri-Score in packaged ground coffee. The results of this research are supported by literature review research by Donga & Patel (2019) where in their research it is stated that internal factors are the most important driver for consumer perceptions of the nutritional content of food and beverage product packaging.

B. The Influence of External Factors on Front of Pack Nutri-Score Perceptions

Based on the research results, it shows that partially, external factor variables have a significant positive effect on the perception of Front Of Pack Nutri-Score among consumers of packaged ground coffee in Medan City. This is proven by the partial T test showing that the t value is $2.738 < t_{table} 1.661$ and the significance value is $0.007 < 0.05$, so it can be concluded that H0 is rejected and H2 is accepted. This means that external factor variables have a positive and significant effect on Front Of Pack Nutri-Score Perception. These results indicate that the higher the external factors that encourage coffee consumers to have Front Of Pack Nutri-Score, the better the perception of coffee consumers towards Front Of Pack Nutri-Score in packaged ground coffee. This external factor is none other than the information provided by the company regarding the nutritional content in packaged ground coffee. This is in line with research by Plasek et al. (2020) that clear communication from companies regarding the Nutri-Score content in food and beverage packaging will bring positive perceptions from consumers regarding the products they consume.

C. The Influence of Internal Factors and External Factors on Front of Pack Nutri-Score Perceptions

This research proves that simultaneously internal and external factor variables have a significant positive effect on Front Of Pack Nutri-Score Perception. This result was characterized by a simultaneous F test which resulted in a significance value of $0.000 < 0.05$. Therefore, the hypothesis (H3) in this study is accepted and H0 is rejected. So this research states that together (simultaneously) the internal factor variables (X1) and external factors (X2) have a positive and significant effect on the Front Of Pack Nutri-Score Perception of Medan City coffee consumers on packaged ground coffee. This indicates that the better the internal and external factors driven by consumers, the better the perception of Medan City coffee consumers on the Front of Pack Nutri-Score on packaged ground coffee. The research results also show that the R-square value is 0.339. So it can be concluded that internal factors (X1) and external factors (X2) influence the Front Of Pack Nutri-Score Perception of the community in Medan City by 33.9%. Meanwhile, the remaining 66.1% is influenced by variables outside the predicative of this research.

5. CONCLUSION

Based on the research results and discussions that have been described, this research has the following conclusions:

1. The research results show that partially, internal factor variables have a significant positive effect on the Front Of Pack Nutri-Score perception of packaged ground coffee consumers in Medan City. This is proven by the partial T test showing that the tcount value is $5.595 < t_{table}$

1.661 and has a significance value of $0.000 > 0.05$, so it can be concluded that H1 is accepted and Ho is rejected. This means that internal factors have a positive and significant influence on the Front Of Pack Nutri-Score Perception of packaged ground coffee consumers in Medan City.

2. The research results show that partially, external factor variables have a significant positive effect on the Front Of Pack Nutri-Score perception of packaged ground coffee consumers in Medan City. This is proven by the partial T test showing that the t value is $2.738 < t$ table 1.661 and the significance value is $0.007 < 0.05$, so it can be concluded that H0 is rejected and H2 is accepted. This means that external factor variables have a positive and significant effect on the Front Of Pack Nutri-Score Perception of packaged ground coffee consumers in Medan City.
3. The results of the research show that simultaneously internal and external factor variables have a significant positive effect on Front Of Pack Nutri-Score Perception. This result was characterized by a simultaneous F test which resulted in a significance value of $0.000 < 0.05$. Therefore, the hypothesis (H3) in this study is accepted and H0 is rejected. So this research states that together (simultaneously) the internal factor variables (X1) and external factors (X2) have a positive and significant effect on the Front Of Pack Nutri-Score Perception of packaged ground coffee consumers in Medan City. This indicates that the better the internal and external factors driven by consumers, the better the perception of Medan City coffee consumers on the Front of Pack Nutri-Score on packaged ground coffee. The research results also show that the R-square value is 0.339. So it can be concluded that internal factors (X1) and external factors (X2) influence the Front Of Pack Nutri-Score Perception of the community in Medan City by 33.9%. Meanwhile, the remaining 66.1% is influenced by variables outside the predicative of this research.

6. Suggestion

1. It is hoped that in further research the population size from the city of Medan to Indonesia can be increased.
2. Conducting research from packaged ground coffee to packaged drinks.
3. Conduct market perception analysis of the nutriscore label for each packaged drink brand.
4. Conduct research on the relationship between nutriscore and public awareness of the consumption of good nutrition in every packaged beverage product.
5. Develop a strategy to increase public awareness of the importance of more effective and efficient nutritional information such as nutriscore on packaging.

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FACTORS THAT INFLUENCE CONSUMERS' PERCEPTIONS OF THE FRONT OF PACK NUTRI SCORE LABEL ON PACKAGED COFFEE POWDER

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