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[10.23917/jiti.v16i2](#). xxxx. Consumer Preference for Mocaf Packaging using Analytical Hierarchy Process (AHP) Wandhansari Sekar Jatiningrum^{1a}, Fatma Hermining Astuti^{1b}, Choirul Sayid Sabiq^{1c}, Arma Ludfy Andika^{1d}, Luthfi Bagus Adityo^{1e}, Hasan Mastriswadi^{2f} Abstract. Wheat flour consumption in Indonesia continues to increase, so the government must import wheat on a large scale. One of the ways to reduce wheat consumption is by using substitutes. Mocaf (modified cassava flour) is a kind of flour that derived from cassava plants (*Manihot esculenta*). This flour can be used as a substitute for wheat flour due to its similar characteristics. Even though it has high economic potential, mocaf has only been marketed locally. One of the reason is the lack of quality packaging. The purpose of this study is to identify consumer preferences for mocaf packaging so that they can market the product not only locally but also nationally. In this study, AHP (Analytical Hierarchy Process) method with four alternatives (plastic stand up pouch combination, Aluminium foil stand up pouch combination, screen printing plastic pouch, and paper pouch combination) and three criteria (price, model, and durability) is used to determine consumer preferences for mocaf packaging. This research obtained the conclusion that the highest weight for criterion and alternative are price and the screen printing plastic pouch. Keywords: Mocaf, AHP, packaging, consumer preference

I. INTRODUCTION
Wheat flour consumption in Indonesia continues to increase because it is used for various needs (Damayanti, Wahyuni, & Wena, 2014; Riza, Firdaus, Widyarwendhi, Rusniati, & Respati, 2018; Rosmeri & Monica, 2013; Waryat & Handayani, 2014). Existing resources do not support this increasing need because Indonesia is not a wheat producing country (Afifah & Ratnawati, 2017; Damayanti et al., 2014; Riza et al., 2018). Therefore, the Indonesian government has imported large quantities of wheat each year (Damayanti et al., 2014; Fadilah, Nur, Widodo, & Widodo, 2016; Pradeksa & Darwanto, 2014; Waryat & Handayani, 1 1 Departement of Industrial [Engineering, Faculty of Industrial Technology, Universitas Ahmad Dahlan](#), Jl. Ringroad Selatan, Bantul, [Yogyakarta](#) 55191 2 Departement of Industrial Engineering, [UPN Veteran Yogyakarta, Jl. Babarsari 2, Tambakbayan](#), Sleman, [Yogyakarta](#) 55281 a [email](#): wandhansari.sekar@ie.uad.ac.id b email: fatma.hermining@ie.uad.ac.id c email: choirul1500019240@webmail.uad.ac.id d email: arma1500019033@webmail.uad.ac.id e email: luthfibagusaditya@gmail.com f email: hasanpahlawan@gmail.com Diajukan: Diperbaiki: Disetujui: 2014; Yulifianti, Ginting, & Utomo, 2018). Even in 2002, the number of wheat imports in Indonesia reached 4.3 million tons per year and became the fourth largest wheat importer in the world (Pradeksa & Darwanto, 2014). One of the ways to reduce import dependence and make Indonesia a food self-sufficiency country is to use wheat flour substitutes. Many ingredients can be used, but the substitutes that have great potential to be developed in Indonesia is mocaf flour. It is because the amount of cassava production as mocaf flour material is very abundant and easily cultivated in Indonesia (Afifah & Ratnawati, 2017; Fadilah et al., 2016; Riza et al., 2018). Mocaf is a product of cassava (*Manihot esculenta*) processed by modifying cassava cells through fermentation that involves microbes. It also has similar characteristics to wheat flour (Subagiyo, Setyono, & Hatmi, 2011). Mocaf is the substitutes for wheat flour that has a lot of advantages, including high fiber content and low gluten (Fadilah et al., 2016). It has also been used for various products such as noodles, cake, donuts, bread, pastries, cookies (Afifah & Ratnawati, 2017; Fadilah et al., 2016; Rosmeri & Monica, 2013; Yulifianti et al., 2018). Despite its high economic potential, mocaf flour has only been marketed locally. One of the reason is the lack of quality packaging. The example of mocaf packaging on the market can be seen in Figure 1. The current packaging is only a transparent plastic with an incomplete information sticker label. Figure 1 Mocaf Packaging on the market

Packaging is an important marketing tool. Not only as a protector or wrapper to prevent damage or defects in the product, but packaging is also an attraction to increase consumer interest to buy because of its aesthetic value (Tjiptono & Fandy, 2007). According to Kotler and Keller (2009), [packaging involves designing and producing container or cover for a product](#). By understanding [the](#) basic nature [of](#) packaging and related parties in the entire design process, several factors must be considered in designing a package (Susanti, 2002). They are security and protection, production, distribution, information, ergonomics, aesthetics, and product identity. In some studies, packaging is known as a solution to improve quality and marketing (Izzhati, Talitha, & Mastrisiswadi, 2018; H Mastrisiswadi, Izzhati, & Talitha, 2018). Producers require consumer opinion to decide type of packaging to used. There have been many studies on consumer preferences (Jatiningrum & Mastrisiswadi, 2017; Hasan Mastrisiswadi & Herianto, 2017), as well as packaging a product, including: smoked fish packaging (Izzhati, Mastrisiswadi, Jazuli, & Talitha, 2018; Izzhati, Mastrisiswadi, & Talitha, 2017; Hasan Mastrisiswadi, Izzhati, & Setyaningrum, 2018), Lomed salted fish packaging (Mardiana & Wardah, 2018), secondary chili block packaging (Sinaga, Evanila, & Kurnia, 2012), and packaging of the Torabika Sejodoh coffee cup (Siswanto, Damayanti, & Dewi, 2011). Various methods have been used to solve problems about consumer preferences. However, in this study, AHP (Analytical Hierarchy Process) method is used to determine the best packaging alternative for mocaf product. It can be used to help decision makers in selecting the best alternative or ranking a series of alternatives based on various criteria considered (Azimifard, Moosavirad, & Ariaifar, 2018). The AHP method was developed by Thomas Saaty (1988) and it is useful [for solving problems related to complex decision making and involving various criteria](#). This method begins [by](#) describing the problem in the form of a hierarchical structure that contains goals, criteria, and alternatives, then pairs in comparison at each level in the hierarchical structure (Hillerman, Souza, Reis, & Carvalho, 2017).

II. METHODS This research was conducted in several stages according to the stages of AHP by Saaty (1988), that are: Make a hierarchical structure The hierarchical structure consists of general objectives, criteria, and alternatives. Data collection Data collection was conducted on respondents who used to buy mocaf. The number of respondents used in this study were 30 respondents. Data collection is done by using a questionnaire comparison between criteria and alternatives. Make a pairwise comparison matrices Pairwise comparison matrices are based on data obtained from respondents. This matrix describes the influence of each element on the criteria above it. Data normalization The data obtained in the pairwise comparison matrix is then normalized. The way to normalize the data is by dividing the value of each element with the total value of each column Consistency test A consistency test is conducted to determine whether the data has been produced is consistent or not. Consistent data has a CR value <0.1. If this condition is not met, it is necessary to do a data retrieval. [Jurnal Ilmiah Teknik Industri p-ISSN 1412-6869 e-ISSN 2460-4038](#) Figure 2 Alternative hierarchical structure of Mocaf packaging Preferences calculation Preference calculation is the last step to determine the weight of each criterion and alternative. The highest value of criterion and alternative will be used as input to the packaging of mocaf flour products.

III. RESULT AND DISCUSSIONS Hierarchical structure The hierarchical structure used in the selection of mocaf packaging is shown in Figure 2. In Figure 2, there are 3 criteria in selecting mocaf packaging: ? Price, is total cost of packaging material on the market, it is charged by the producer to the consumer. ? Model, is the form and design of packaging that leads to aesthetic factors offered to consumers. ? The durability of the packaging, is how resistant the packaging to maintain the quality of the mocaf products. Four packaging

design alternatives are developed in this study. They are plastic stand up pouch combination (Figure 3 a), Aluminum foil stand up pouch combination (Figure 3 b), screen printing plastic pouch (Figure 3 c), and paper pouch combination (Figure 3 d). All packaging design alternatives already contain complete information about the product, such as product name, manufacturer, production code, product net weight, composition, and expiration date. Plastic stand up pouch combination packaging is made using plastic material with standing vertical model. The thickness is about 120-140 microns. The top of packaging is equipped by zipper lock. Label containing product information is put on the front of the packaging. While stand up pouch Aluminum foil combination is made using Aluminum foil material with a window in front of packaging. The packaging label is also affixed on the front. The third alternative is screen printing plastic pouch. It is made for a size of 1 Kg with a thickness of 0.8. The front and back of the packaging contains information on two-color printed products, that are blue and black. The last alternative is paper pouch combination. It is made using brown paper bags affixed with packaging labels that contain product information. The top of the packaging is equipped with zipper lock so that consumers feels easier to open and close the packaging. Paper pouch combination functions as secondary packaging, the product is still protected with clear plastic.

Data collection was conducted by distributing questionnaires to respondents. The percentage of female respondents was 67% and male was 33%. Respondents used as research samples were mocaf consumers and potential consumers. Pairwise comparison matrix The results of the questionnaire from all respondents were added and calculated using a geometric mean (geomean). Geomean formulation is showed in (1). ... (1) Where: GM = geometric average a_1 = value from respondent 1 a_2 = value from respondent 2 a_n = value from respondent n The results of calculating using geomean [can be seen in Table](#) , while [the results](#) of the alternative pairwise comparison matrix of each criterion [can be seen in Table . Table 1](#). Pairwise comparison matrix for criteria

Criteria	Price	Model	Durability
Price	1.00	4.15	1.21
Model	0.24	1.00	0.75
Durability	0.83	1.33	1.00

Table 2. Alternative Pairwise Comparison Matrix

Price	Alternatives Plastic stand up pouch combination	Aluminium foil stand up pouch combination	Paper pouch combination	Screen printing plastic pouch combination		
Plastic stand up pouch combination	1	1.88	0.532	1		
Aluminium foil stand up pouch combination	0.270	1	0.513	7.143		
Paper pouch combination	5.882	3.7	1.95	1		
Screen printing plastic pouch combination	6.25	0.14	0.17	0.16		
1	Model	Alternatives Plastic stand up pouch combination	Aluminium foil stand up pouch combination	Paper pouch combination	Screen printing plastic pouch combination	
Plastic stand up pouch combination	1	0.77	1.299	1	3.030	
Aluminium foil stand up pouch combination	1.389	0.444	0.535	0.33	0.72	
Paper pouch combination	1	0.247	2.25	1.87	4.04	
Screen printing plastic pouch combination	1	Durability	Alternatives Plastic stand up pouch combination	Aluminium foil stand up pouch combination	Paper pouch combination	Screen printing plastic pouch combination
Plastic stand up pouch combination	1	1.075	2.688	1.7	1.3	
Aluminium foil stand up pouch combination	0.14	1.369	8.630	1.4	0.313	
Paper pouch combination	4.796	2.4	0.93	1	1.515	
Screen printing plastic pouch combination	1.515	1.515	1.515	0.552	4.861	
1	0.73	0.66	1	0.265	2.519	
1	3.19	(1)	1.81	3.77	1	

Data normalization According to the result of pairwise comparison criteria matrix from geomean calculation, the weight calculation was conducted for each criterion using the column normalization method. The weight calculation results for each criterion as shown in Figure 4. [Jurnal Ilmiah Teknik Industri p-ISSN 1412-6869 e-ISSN 2460-4038](#) Figure 4 Weight of packaging criteria Weighting results of the criteria indicate that price has the greatest weight or become the most

considered priority criterion by consumers in choosing alternative packaging. Weight of price criterion is 51.1%. Packaging cost will be charged by the producer to the consumer, so the higher price of the packaging causes the higher price of the product on the market. The money given by consumers to get a product and service is called price (Kotler & Armstrong, 2015). It is very important factor in a purchase decision (Herrmann, Xia, Monroe, & Huber, 2007; Martinho, Pires, Portela, & Fonseca, 2015; Padel & Foster, 2005; Wickliffe & Pysarchik, 2001). In general, consumers certainly want an affordable product price. Criterion with the second largest weight is durability. It is equal to 31.4%. Packaging with good durability is not only capable of protecting but also maintaining product durability well. Consumers want a kind of packaging equipped with a protective function so that there is no risk of defective or a damaged product (Barnes, Southee, & Henson, 2003; Bix, Rifon, Lockhart, & de la Fuente, 2003; Simamora, 2007; Wambugu, 2014). The last priority of criteria for consumers in the selection of alternative packaging is the model. It is equal to 17.5%. The results of [this study](#) are [in line with the research](#) of Martinho et al. (2015), where design is a factor that is not too important for consumers. The model relates to aesthetic or beautiful packaging design. For consumers, this criterion becomes less important because the product to be consumed is a functional product. Normalization column methods are also used to calculate alternative local weights based on each criterion and alternative global weights, as shown in Figure 5 and Figure 6. Consistency test Calculation of Consistency Ratio (CR) was also carried out in each paired comparison matrix. CR calculation was conducted to ensure that the matrix does not contain many inconsistencies (Saaty, 1988). CR values for the criteria matrix, packaging alternatives based on price criterion, packaging alternatives based on model criterion, and packaging alternatives based on durability criterion, are 0.087, 0.076, 0.022 and 0.013 respectively. A good model is a model with a CR value less than 0.01 or 10% (Saaty, 1988). Based on the calculations performed, all CR values are Figure 5 Local weight of alternative packaging based on criteria below 0.01 so it is concluded that the model made is acceptable. Figure 6 Global weight of alternative packaging Preferences Calculation According to the weighting results for each alternative, it was found that screen printing plastic pouch was the most popular packaging for consumers, with a weight of 38.4%. This is caused by screen printing plastic pouch is ranked first in consumer choice packaging based on price criterion. Price criterion has the major influence because of the greatest weight 64.9%. Nevertheless, based on the other criteria, that are models and durability, screen printing plastic pouch has the least weight compared to other types of packaging alternatives. However, the analysis of the calculations showed that price criterion is the first priority to consumers for packaging selection. The price of screen printing plastic packaging is quite affordable. It is cheaper than other three types of packaging. The second rank of alternative packaging according to consumer choice was the paper pouch combination with a weight of 23.1%. Based on the price criterion, paper pouch combination occupies the lowest priority with a weight of 6.8%. This is caused by the prices for paper pouch combination are quite expensive compared to other packaging alternatives. However, based on the model and durability criteria, packaging with paper bag material is ranked first. Its weight is 44.4% and 37.6% respectively. Consumers choose paper pouch combination because of its attractive and aesthetic packaging design. According to observation, there are not many flour products use this kind of packaging in market. However, based on the calculation analysis, it shows the model has a small weight (or not a priority) criteria considered by consumers in choosing packaging design. According to the criteria for packaging durability, paper pouch combination is also ranked first for consumers because they are considered to have the best

packaging durability. This is due to the top of the package is equipped by zipper lock. In addition, a paper pouch combination also has functions as secondary packaging. Inside of the packaging is protected by clear plastic so that the product has better durability. The third rank of alternative packaging chosen by consumers is plastic stand up pouch combination, with a weight of 20.9%. According to price criterion, plastic stand up pouch combination is the second priority of consumer choice because the price is quite affordable compared to paper pouch combination packaging and Aluminum foil stand up pouch combination. Based on model criterion, plastic stand up pouch combination has a weight of 19.3% or the third rank chosen by consumers. While based on the criterion of durability, plastic stand up pouch combination has a weight of 27.5% or the second rank chosen by consumers. This is due to the fact that plastic packaging material is thick enough so that it is considered to provide good protection for the product. Moreover, the package is equipped with a zipper lock which makes the mocaf not easily spilled when used by consumers. The last priority for consumer choice packaging is Aluminum foil stand up pouch combination, with a weight of 17.6%. The price for this kind of packaging is also quite expensive compared to screen printing plastic pouch and plastic stand up pouch combination. Nevertheless, it is more affordable when compared to paper pouch combination. Based on model criterion, Aluminum foil stand up pouch combination is ranked second after paper pouch combination, with a weight of 25.3%. Attractive design and packaging colors make consumers choose this packaging. However, model criterion is not so important for consumers in packaging selection. This causes Aluminum foil stand up pouch combination has the smallest global weight for packaging alternative. IV. CONCLUSIONS According to consumer preferences, the order of criteria priority considered in the selection of mocaf packaging are price, durability, [Jurnal Ilmiah Teknik Industri p-ISSN 1412-6869 e-ISSN 2460-4038](#) and model. The weight of each criterion consecutively are 51.1%, 31.4%, and 17.5%. By considering all criteria, kilo screen printing plastic pouch is chosen to be the most desirable mocaf product packaging for consumers

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