

## THE EFFECT OF BURGREENS PRODUCT COMMUNICATION TOWARD CONSUMER TRUST IN SOUTH JAKARTA

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### Abstract

*Business communication plays a crucial role in building strong relationships to build consumer trust. Understanding that the interest in vegetable and fruit consumption is still low encourages the owner of Vurgreens to create innovations in the form of healthy ready meals. Therefore, trust is the main element in achieving success in inviting people to participate in the healthy lifestyle promoted by Vurgreens. This study aims to review the role of product communication on consumer trust using a case study on Burgreens. The research method used is quantitative with purposive sampling technique. The population of this study was Burgreens consumers, who were asked for responses through distributing questionnaires online using Google Form, and data analysis was carried out with the help of SPSS software. In the core of this study, it was found that product communication has a significant influence on consumer trust in Burgreens. This result suggests that good communication efforts related to the product can increase the level of consumer trust, which in turn can support Burgreens' role in encouraging people to participate in a healthy lifestyle.*

*Keywords: Business Communication, Burgreens, Product Communication*

### Abstrak

Komunikasi bisnis memegang peranan krusial dalam membangun relasi yang kuat untuk membentuk kepercayaan konsumen. Pemahaman bahwa minat konsumsi sayur dan buah masih rendah mendorong pemilik Vurgreens untuk menciptakan inovasi dalam bentuk makanan siap saji yang sehat. Oleh karena itu, kepercayaan menjadi unsur utama dalam mencapai keberhasilan dalam mengajak masyarakat untuk berpartisipasi dalam gaya hidup sehat yang diusung oleh Vurgreens. Penelitian ini memiliki tujuan untuk meninjau peran komunikasi produk terhadap kepercayaan konsumen dengan menggunakan studi kasus pada Burgreens. Metode penelitian yang digunakan adalah kuantitatif dengan teknik purposive sampling. Populasi penelitian ini adalah konsumen Burgreens, yang dimintai tanggapan melalui penyebaran kuesioner secara online menggunakan Google Form, dan analisis data dilakukan dengan bantuan perangkat lunak SPSS. Dalam inti penelitian ini, ditemukan bahwa komunikasi produk memiliki pengaruh yang signifikan terhadap kepercayaan konsumen terhadap Burgreens. Hasil ini menunjukkan bahwa upaya komunikasi yang baik terkait produk dapat meningkatkan tingkat kepercayaan konsumen, yang pada gilirannya dapat mendukung peran Burgreens dalam mengajak masyarakat untuk berpartisipasi dalam gaya hidup sehat.

Kata Kunci: Komunikasi Bisnis, Burgreens, Komunikasi Produk

## **1. INTRODUCTION**

Aydin & Durhan, (2020) define an activity in planning communication in business development can be done through various ways, one of which is the display of reinforced product elements so that the appearance of a prominent product will implicitly communicate the point of a benefit (Aydin & Durhan, 2020a). One of them is the packaging of a product. Packaging is the most important thing to create interest in consumers so as to build trust Aydin & Durhan, (2020). In order for a brand to remember and recognize the product with other products, the product component must have a characteristic that displays the advantages of the product both physically and visually (Utami & Kurnia, 2022).

Nowadays, the encouragement of a pleasant healthy lifestyle is a phenomenon in Indonesia carried out by plant-based restaurants or plant-based established in 2013. Based on Riskesdas data, the number of preteens with low interest in eating fruits and vegetables has increased in the last five years, from 93.5% in 2013 to 95.5% in 2018(Awaliya et al., 2020).

Based on research conducted by Sartika that lack of knowledge and ignoring the importance of eating vegetables is one of the causes of low interest in consuming vegetables (Sartika et al., 2022) supported by riskesdas 2013 data, the average number of Indonesian people who consume vegetables is 63.3% of the recommended consumption amount. In the age group over 10 years the percentage of 93.5% consuming vegetables and fruits is still below the recommended consumption amount (Ministry of Health, 2013).

The existence of this problem proves the need for pioneers of innovation to encourage the Indonesian people to become aware of a healthy lifestyle and consume fruits and vegetables is very high so that nutritional needs are well met. Quoting from gobiz.co.id, CEO and Co-founder of Burgreens explained the results of Harvard International research and Planetary Healthy Diet which shows that eating recommends 90% of calories come from plants. Therefore, Burgreens is present as a form of representation of the CEO of Burgreens who wants to appeal and make people aware that healthy food can be packaged attractively and has a taste that is not only delicious but rich in nutrients. Burgreens is motivated to innovate in the culinary field and local empowerment as the main goal(Delgado-Ballester et al., 2003). The opening of globalization has made intercultural interactions in an area more intense, the quality and quantity of intercultural interactions have increased along with technological developments (Hardany & Najooan, 2023) so that the menus served are more varied, ranging from traditional food to foreign countries. Quoting from indonesiana.id, Burgreens has created foods such as Burger, Rendang, Bibimbap, to Vegan Boba (Pemikir, 2021) This concept shows the public that healthy food can be attractively packaged and has a taste that is not only delicious but rich in nutrients Quoting from fimela.com, at the beginning of Burgreens' presence, only three foods were available and currently there is a menu that can be enjoyed has grown rapidly to dozens, there are nine stores, and there are hundreds of farmers from a number of communities in Indonesia who have collaborated(Frisca, 2020).

Quoting from Kompas.com, the presence of Burgreens was initiated because of several health complaints experienced by the founder of Burgreens who suffered from allergies and several health problems that made him moved to start a healthy life (Kompas.com., 2019). Burgreens has a brand personality that stands out on environmentally friendly packaging and slogans related to vegetarianism to voice the call to eat healthy food

and preserve the environment in line with the principles of Burgreens (Kemenkes, 2013). Burgreens also has a vision, which focuses on reuse, reduce, and replace by using recyclable cutlery, bags and plastic bottles. Many campaigns that Burgreens organizes include a program for consumers who will get a free drink if they return 10 plastic bottles (gobiz., n.d.). Burgreens' collaboration with the Jakarta Vegan Guide (JVG) is a collaboration aimed at helping businesses engaged in vegetable-based culinary (vegan) and non-vegan that will develop or are pioneering a new menu. There are results of the campaign in the form of vegan versions of drinks, namely the Naughty Drink Series including Matcha Dalgona, Espresso Dalgona and Earl Grey Dalgona.

The journal "The Role of Product Communication In Consumer Trust" written by Aydin & Durhan, (2020) was chosen as a source of research literature because it is relevant to the researcher's objective to determine the effect of communication on products on consumer trust. This study is expected to be able to answer questions related to the effect of burgreens product communication on consumer trust.

## **2. THEORETICAL BASIS**

### **a) Product Communication in Business Communication**

Purwanto argues that business communication uses various forms of communication, both communication applied directly verbal (written) and non-verbal to achieve a goal (Purwanto, 2016). According to (Conrad & Newberry, 2012), business communication is created if a business message can be sent and responded to both written and non-verbal to support the communication of a business is well received by interpersonal, group, and mass communication. To achieve the success of a business, business communication must be built (Chahal & Rani, 2017). By using social media, a business can reach a wider scope of consumers (Rizal, 2019).

According to (Zainal, 2017) explains that business communication strategies can be successful by doing various things, one of which is through Product Communication as a bridge to associate a business. According to data obtained from Kominfo, internet users in Indonesia have increased every year. quoting from apjii.or.id the survey results of the Indonesian Internet Service Providers Association or APJII noted that internet penetration in Indonesia has reached 275,773,901 people (Indonesia, 2023).

(Wolff, 2014) in (Utami & Kurnia, 2022b) states that the existence of a communication business requires relational communication to increase consumer confidence in the information conveyed. The main element in successful communication (Jayasingh, 2019) is that there is a form of trust formed as a communication commitment (Karami et al., 2018).

Packaging plays a major role in a product because the outer appearance of the packaging must have the power to persuade consumers. There are five dimensions of the concept of product communication through packaging including concreteness, attractiveness, strong messages conveyed and efficiency of use and special communication Aydin & Durhan, (2020b).

Packaging is the main part of a product, apart from being an attraction, a well-packaged product can indirectly increase sales because it has a longer durability (Sari, 2013).

Packaging is the activity of designing and producing a container or wrapper as a product Kotler and Keller (2009). A product must provide benefits for both the brand and consumers

if consumers can find the benefits they need in a product, this will encourage the reliability of consumer communication (Aydin & Durhan, 2020a). Packaging plays a major role in a product because the outer appearance of the packaging must have the power to persuade consumers

**b) Consumer Trust in Business Communication**

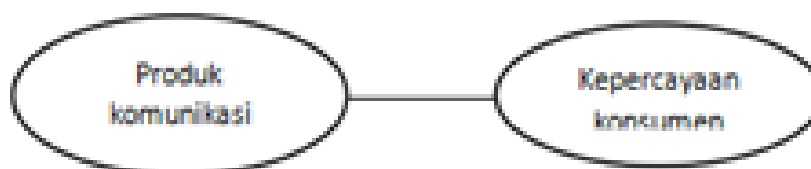
According to Vizard, trust is a basic element of human social relations (Vizard, 2016). If a product has a high level of consumer trust, high customer commitment is also obtained (Chahal & Rani, 2017).

Behavior has a big influence on trust (Tirtayasa et al., 2021). Transactions will not occur if trust is not achieved between the two business actors (Karim et al., 2020). Furthermore, a brand that can realize consumer expectations of consumer trust can generate loyalty to the brand (Lau & Lee, 1999). The main differentiating aspect of a brand is by presenting products that match or are higher than competitors (Yuriansyah, 2013). The concept of consumer trust includes trust in products, brand intention and reliability, and trust in packaging (Aydin & Durhan, 2020b).

**c) Relevant Research**

In research (Siagian & Cahyono, 2014) with the title, "Analysis of Website Quality, Trust, and Loyalty of Online Shop Customers", it is explained that a well-maintained website affects consumer confidence in the latest offers (updates) on the website. In their research, Durhan and Aydin (2020) stated that the main elements in a product (color, shape, size, aroma) proved effective in building trust in brands, products and packaging. 3) The relationship between the attractiveness of a package and trust in the brand in general has been proven positive and significant which statistically does not affect the level of trust in a brand, product and packaging. 4) There is a general significant relationship in brand trust that expresses the level of consumer confidence in packaging, brand and product criteria. However, based on specific communication dimension factors, it does not affect brand intention and reliability and trust in products. As found in the results of special communication activities related to products on the market and the emphasis on product packaging. 5) The strong message conveyed by the company and the appearance of user-friendly packaging are important points in product communication, influencing and increasing trust in a brand, product and packaging. Based on the description above, the hypothesis preparation is as follows

H1: Product Communication Burgreens Dharmawangsa has a positive effect on consumer trust.



**Figure 1. Research Hypothesis**

### 3. RESEARCH MODEL

Quantitative research with purposive sampling technique with the criteria of having knowledge about burgreens. Data was collected through the distribution of electronic Likert form questionnaires with a range of STS (strongly disagree) to ST (strongly agree). The population involved in this study were students and female students of STIKOM Interstudi and people who have tried Burgreens products. The population was selected because of the problem discussed regarding the influence of Burgreens Dharmawangsa product communication and the target is customers to assess how influential product communication is on consumer confidence in the Burgreens Dharmawangsa restaurant. The research sample was determined using the Slovin formula so that the sample size was 96 (ninety-six) research respondents.

The reason for selecting the population at Burgreens Dharmawangsa is because Burgreens is a pioneer in the plant-based food and beverage business in Jakarta and several other cities. In addition, Burgreens packaging has an eye-catching and environmentally friendly design as a product communication platform and increases consumer confidence. SPSS is used to analyze the validity and reliability of data and test regression to test statistical significance through hypothesized relationships.

### 4. RESULTS AND DISCUSSION

Male and female research respondents as much as 95.9% know Burgreens domiciled in Jabodetabek. 59.8% through social media such as Instagram and Facebook and 21.6% know Burgreens through advertisements. Respondents stated that the attractive Burgreens packaging had an effect on interest and interest in burgreens because of the persuasive slogan to start a healthy life contained in the burgreens packaging. In addition, 34% of respondents also agreed that burgreens packaging maintains quality and the product is more durable.

The validity test results state that all indicators of each variable have a calculated  $r$  value greater than  $r$  table (0.2028), so that all research indicators can be declared valid. The results of the reliability test using the Cronbach Alpha value also state that all research data is reliable, the value exceeds 0.6 as in the following table:

**Table 1. Validity and Reliability Test Results**

Variable	R count (>0.2050)	Cronbach alpha	Interpretation
PC	Valid	0.812	Valid and reliable
CT	Valid	0.862	Valid and reliable
PC: Product communication			
CT :Costumer Trust			

Simple linear regression testing aims to test the effect of variable X on variable Y. The requirement for simple hypothesis testing is that the quality of the data being tested must be valid and reliable through classical assumption testing. There are two ways to test simple linearity, namely by comparing the sig. value with a probability value of 0.05. If the

significance value is  $<0.05$ , then variable X (PC) has an effect on variable Y. If the significance value is  $> 0.05$ , then variable X has no effect on variable Y. The results of the ANOVA linearity test are presented in Table 1.

Comparing the value of  $t_{count}$  with  $t_{table}$  If  $t_{count} > t_{table}$ , then variable X has an effect on variable Y if  $t_{count} < t_{table}$ , then variable X has no effect on variable Y. The results of the ANOVA linearity test in this study show a significance value  $<0.05$ , meaning that there is no similarity of variance for all observations on each independent variable in the research model. Normality testing on product communications variables and customer trust variables states the distribution of research data with significance  $> 0.05$  ( $0.2 > 0.05$ ).

In the heteroscedasticity test results, it can be proven that it does not occur in the research variables ( $>0.05$ ) so that it can be stated that the residual variation of the research data is constant.

The completeness of the classical assumption testing requirements proves that this research has met the criteria.

**Table 2. Hypothesis Test Results**

hypothesis	coefficient	T stat	Results
PC-> CT	0.025	12.255	Supported
PC: <i>product communication</i>			
CT: <i>communication trust</i>			

The regression results show  $t_{count} > t_{table}$  or  $12.255 > 1.985$  with sig  $0.001 < 0.05$   $h_1$  is accepted. This means that there is a significant effect of product communication on consumer trust. The simple linear test results state that product communication has a positive effect on consumer trust with a coefficient value of 0.025 so that product communication has an effect on consumer trust created through Burgreens product packaging has a positive effect on consumer trust. Based on data processing through the ANOVA table out put, it is known that the value of F count = 150.194 with a significance level of  $0.001 < 0.05$ . Therefore there is an influence of the variable Product communication on consumer trust.

If the regression equation is formulated, it can be seen that :

$$Y = a + bX$$
$$Y = 3.912 + 0.977 X$$

This means that product communication is constant, the average value of Burgreens customer trust is 3,912. An increase in the value of product communication Brgreens by 1% can have a positive effect on the value of consumer trust, but conversely a decrease in product communication will reduce the level of consumer trust Burgreens by the coefficient. The regression coefficient is positive so that it can be said that the direction of the influence of variable X on Y is positive



The existence of the effect of product communication on consumer trust is supported by a summary of the results of previous research proposed by (AYDIN & DURHAN, 2020b) which states that there is a significant relationship between product communication and consumer trust. The results showed that the packaging of a product can impress consumers. 1. Concrete components in a product (color, shape, size and aroma) have been shown to be effective in building trust in brands, products and packaging. 2. The relationship between the attractiveness of the main packaging and general trust has been proven to be significant. 3. the strong message conveyed by a company by showing the convenience of packaging that emphasizes product communication points, influences trust in brands, products and packaging and increases trust. The supporting theory conveyed by Anwar states that consumers who are affected by product excellence will evaluate and begin to interpret it and as a result consumers will tend to buy products that they trust and like (Anwar et al., 2011).

## 5. CONCLUSION

The emergency consumption of fruits and vegetables in Indonesia, especially in children, is still a phenomenon that must be addressed immediately, one of which is by innovating products and packaging that emphasizes the importance of starting a healthy lifestyle.

The results of product communication research have a positive impact on burgreens consumer confidence to start a healthy life. Therefore, Burgreens is expected to maintain quality and continue to innovate and organize events that contain invitations and introduce healthy dishes that are no less interesting to try, especially among children. Apart from being entertaining, this is an opportunity to expand its business and build better consumer trust. This study has many interesting variables and formulas for further study. The limitations during this research include being obtained from one branch of research and a small number of samples.

It is hoped that further researchers can describe aspects that can have a positive effect on consumer confidence.

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## APPENDIX

### Operational Concept

This questionnaire was obtained from a study conducted (Delgado-Ballester et al., 2003) with the title 'Development and Validation of a Brand Trust Scale'.

variable	dimensions	indicator
Product communication(x)	concreteness	Color, shape, size and smell
	Attractiveness	Engaging visuals that convey a message
		Involving brand ambassadors on product packaging
	The strong message delivered by the company and the efficient use of	Efficiency and protective function of packaging
		Company name that is clearly visible on the packaging
	Specialized communication	Refurbished packaging keeps up with trends
		The product has a specific target market
		Product packaging is often seen in brand advertisements
		Specific communication activities related to the product being advertised

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