

# Consumer Satisfaction with Fittin Products in Terms of Packaging, Price, Taste, And Benefits

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**Abstract.** Fittin product is a product made as an energy drink or energy booster, where this product is made from herbal ingredients, each of which has efficacy and no side effects and no preservatives. In this pandemic era, we must be able to maintain our stamina by drinking Products that can increase our immunity. With this, the authors make a journal by Giving questionnaires to consumers so that the energy drink product "Fittin" can compete in terms of packaging, price, taste, and benefits. With this survey it will be useful for this fittin product so that in the future it can be a reference or basis for perfecting development in the manufacture and marketing of the product itself.

**Keywords:** energy drink; herbal benefits; powder drink

## 1 Preliminary

Plants are part of the healing and healing process for our bodies from the time of our ancestors. Increased public awareness of health, has an effect on the use of herbal medicines derived from plants in traditional and natural ways that have been used by the Indonesian people for a long time. This is done by many people because its properties have been proven to be able to cure all kinds of diseases, it is much more economical and has fewer side effects compared to conventional medicines in circulation. Medicinal plants come from plants both from the roots, leaves, fruit, flowers and bark.

In Indonesia there are 20,000 species of medicinal plants. There are about 1,000 species recorded, and only about 300 species have been used for traditional medicine. Herbal plants are plants that are efficacious in healing or preventing all kinds of diseases. Along with the increasing level of welfare, awareness and the need for a healthy life, including the need for healthy foods that are produced naturally, without the use of synthetic chemicals, are also increasing. These food products are generally produced through organic cultivation or re-using natural ones. This natural healthy lifestyle is followed by the use of natural herbal plants, namely those derived from plants which in Indonesia are termed jamu.

Herbal plants used as medicinal ingredients absolutely must be free from harmful ingredients and must be produced naturally or environmentally friendly and termed organic cultivation of medicinal plants, which recently are widely used by the community. The use of herbal plants can also provide satisfaction, and can even help support the family's economy. Herbal plants can also be used to improve the health of families and communities. Family health is influenced by several things, namely nutritional intake, diet, lack of exercise and health

problems. Balanced nutrition will affect the health of the family. The number of fast-food instant foods that are widely liked, greatly affects health. If a family member has a disorder

FITTIN products are here to answer all these herbal plants, apart from being refreshing, they can increase our immunity, especially in this pandemic era, a healthy body is needed. This energy drink consists of several kinds of plants where all the plants and leaves are very beneficial for our bodies. Some of the content of herbal plants in this FITTIN product are:

FRUIT TIN with the following health benefits:

- a. Good for digestion
- b. Overcoming constipation
- c. Reducing the risk of heart disease
- d. Helps control weight
- e. Has anti-cancer potential
- f. Improve bone health Benefits of Figs for Health Based on Research Several studies have proven about the benefits of figs for health.

The fiber and mineral content in figs can overcome various health problems. The benefits of figs are obtained from the content of fiber, vitamins, and minerals. Weronika Marci?czyk/Unsplash The fig fruit is one of the names of the letters in the Qur'an, namely the letter At-Tin. From the Cibodas Botanical Gardens site, figs are included in subtropical plants. The origin of the name "Tin" is Arabic. However, people are generally familiar with the name figs or figs. In English, figs are called fig. This plant comes from the Middle East and has spread to the plains of Europe and America to Southeast Asia, including Indonesia. according to the website of the Indonesian Institute of Sciences (LIPI), fig trees can grow to a height of 10 m. The stems are gummy and the leaves are slightly thick green and generally serrated at the edges. Each leaf of the fig tree has 3-7 lobes.

The young fruit is green and will ripen over time. Ripe figs will have blackish purple skin and red insides. The fruit of the fig tree contains little water, has many seeds and tastes sweet. Advertisement The fig tree is widely cultivated because it is easy to adapt to the local soil and climate according to the Agricultural Research and Development Agency. Ideal conditions for figs are 500-550 mm of total rain with low humidity of 40-45% during the dry season and temperatures of 18°–20°C. In Indonesia.

In addition, the FITTING product has a composition of herbal plants, namely Meniran, where this plant has the following benefits:

- a. Meniran uric acid contains Natruim and Potassium will form salt compounds that are easily soluble in water, so uric acid crystals in the blood can be removed little by little.
- b. Kidney stones the content of flavonoids and calcium in meniran forms a complex chelate compound that is easily soluble in water so that kidney stones can get out of the body.
- c. Increase endurance During the pandemic of infectious diseases like now, everyone is obliged to increase the body's resistance so that it is not easy to contract the disease. Meniran has immunomodulatory activity which is useful in increasing the body's resistance.
- d. Cancer Immunomodulator in meniran is also useful to kill the growth of cancer cells in the body.
- e. Diabetes Meniran good consumed by people with diabetes. This is because meniran contains phyllanthin and hypophyllanthin compounds that play an active role in lowering blood sugar levels.
- f. Hepatitis B Meniran leaves contain antioxidants that protect the liver.

- g. Cough, canker sores, and heartburn Launching from a book entitled Uric Acid Disease Runs aground Thanks to Herbs, Meniran leaves are effective in treating coughs, canker sores, and heartburn. This is because meniran has an antibacterial pharmacological effect. Pregnant women should not take herbal medicines from meniran. This is because meniran has the side effect of aborting the womb.

## 2 Research Methods

The type of research used is quantitative research using a questionnaire. Research design. The population in this study were teenagers and adults, both male and female, using random sampling, namely the technique of determining the sample freely for all consumers. The sample in this study were 30 respondents. By giving a question sheet to consumers at random who were previously given FITTIN products and what materials were used and how to use them. Where the contents of the questionnaire are about packaging, price, taste and benefits, by asking questions to each consumer that we provide.

## 3 Research Result

Of the 30 people we asked questions about the refreshing drink, FITTIN, it can be explained here:

Packaging		Good 13 org 43,30%	Pair 12 40%	Less 5 16,70%
Price Product		Expensive 6 20%	Pair 12 40%	Inexpensive 12 40%
Taste		Good 17 56,60%	Pair 10 33,40%	Less 3 10%
Benefit		Good 20 66,60%	Pair 8 26,60%	Nothing 2 6,80%

Thus, the results of our random sampling show that

- a. For FITTIN product packaging, 43% has not reached above 80% in marketed packaging.
- b. The price of FITTIN products is not too expensive with a percentage between moderate and cheap as much as 40%.
- c. The taste of FITTIN products 56.6% means that the taste is more than 50%.
- d. Benefits in the body show 66.6% means this herbal product has significant changes in the body and good metabolism.
- e. There are several samples whose survey results are not too far apart, this shows that customer satisfaction in each item is different.

## **4 Conclusion and Recommendations**

### **Conclusion**

This FITTIN product is derived from herbal plants which have extraordinary benefits and few side effects on our bodies. If we look at the random sampling given to consumers, it appears that this product has a greater correspondence presentation on taste and benefits, followed by packaging and price.

With this, the researcher concludes from the questionnaire that has been given to 30 correspondents:

This FITTIN drink powder product is still in great demand because it is made from several herbal plants that function to increase endurance, especially in this pandemic era. We should always keep it healthy. In the questionnaire given, it turns out that the taste is still very dominant for energy drink products, in this case the FITTIN product for the benefits or effects on our bodies, it seems that consumers still pay a lot of attention to this because herbal drinks must have benefits in our bodies so that the impact is felt immediately.

So, the FITTIN product is seen from the questionnaire that the packaging and price are still below 50%, thus consumers still want the latest changes and innovations from this FITTIN product. You can start with easy, cheap and attractive packaging. For the price, there are problems that still need to be suppressed, as evidenced by the results of the sampling, this can be done through evaluation and efficiency. It should also be noted that the business license for this product already exists so that we can conclude that this FITTIN product is legal and not illegal because it has a permit that has been determined by the government.

### **Suggestion**

Based on research using this questionnaire method, the authors suggest the following:

- a. Because this product with herbal plant ingredients is still widely consumed by the people of Indonesia, it needs to be increased in terms of production so that it provides many benefits for the health world in the country.
- b. It is hoped that the existence of herbal drinks will become a very good culture to make herbal drinks a daily consumption of course with proper education in its use and use.
- c. Judging from the packaging questionnaire, it is recommended to give more innovation to this FITTIN product to make it more eye catching or with a warmer color so that consumers are more interested in buying it, besides that it is also necessary to consider the cost of production.
- d. During a pandemic like this maybe this FITTIN product can reduce unnecessary costs so that the price can be cheaper because the correspondence results are still below 50%, in other words this product must be able to compete with other herbal products on the market.
- e. With this herbal product, it is hoped that it will increase public awareness to become aware of the benefits and advantages of consuming herbal plants.
- f. The production of MSMEs is currently being promoted by the government, including regulations and licensing in the form of small businesses, therefore researchers see that packaging, price, taste and benefits are very important for these products so that they can be marketed easily and well.
- g. Researchers themselves are expected to add insight, knowledge and skills in research, especially regarding the use of herbal plants for public health. For other researchers, it

can be considered and studied in in-depth research on the use of herbal products for public health.

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