

# Understanding consumer behavior in choosing bear brand milk products using the Analytical Hierarchy Process (AHP) method

Gatot Prabantoro, Aam Amanah, Megayani, & Ade Mulyati

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Corresponding author:

Email:

gatot\_prabantoro@stei.ac.id

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## Abstract

This research aims to understand the behavior of consumers of BB milk products using the Analytic Hierarchy Process (AHP) method. This research uses a qualitative method with analysis using the AHP method to help determine consumer choices in choosing the BB milk products they consume by considering price, promotion, packaging, location, and product benefits. Data and information were collected through in-depth interviews with 21 informants who were consumers who frequently consumed BB milk products, then the data and information were converted into questionnaire answers and processed using the AHP method. The research results show that consumers mostly consider product benefits and strong promotions as the basis for decisions before purchasing BB milk products. The most frequently purchased product variant is BB Original.

**Keywords:** Consumer behavior, choosing products, analytical process hierarchy.

## Author(s) Detail

1. Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta, Indonesia
2. Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta, Indonesia
3. Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta, Indonesia
4. Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta, Indonesia



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**Abstrak**

Penelitian ini bertujuan untuk mengetahui perilaku konsumen produk susu BB dengan menggunakan metode Analytic Hierarchy Process (AHP). Penelitian ini menggunakan metode kualitatif dengan analisis menggunakan metode AHP untuk membantu menentukan pilihan konsumen dalam memilih produk susu BB yang dikonsumsi dengan mempertimbangkan harga, promosi, kemasan, lokasi, dan manfaat produk. Data dan informasi dikumpulkan melalui wawancara mendalam terhadap 21 informan yang merupakan konsumen yang sering mengonsumsi produk susu BB, kemudian data dan informasi tersebut diubah menjadi jawaban kuesioner dan diolah dengan metode AHP. Hasil penelitian menunjukkan bahwa konsumen sebagian besar mempertimbangkan manfaat produk dan promosi yang kuat sebagai dasar keputusan sebelum membeli produk susu BB. Varian produk yang paling sering dibeli adalah BB Original.

**Kata Kunci:** Perilaku konsumen, pemilihan produk, hierarki proses analitis.

**1. Introduction**

Milk is a very important agricultural product, because compared to other beverage ingredients, milk is a drink that is close to perfection. This is because milk contains high levels of nutrients, lactose, vitamins and minerals which the body really needs. Apart from that, the glycerol fatty acid it contains is more easily digested by the body.

As a source of animal protein which is very good for health, milk is not easy to replace with other drinks, especially for nutritionally vulnerable groups such as toddlers, the elderly and pregnant or breastfeeding women.

This period is a transition period from childhood to adulthood which is marked by rapid growth and development both physically and mentally, with increasing activity and often accompanied by changes in food consumption patterns. Teenagers are those aged between 10 and 24 years.

In line with population growth in Indonesia and increasing awareness of health and nutrition, public consumption of milk tends to increase every year. The following is dairy cow milk production and national milk consumption for the period 2017 – 2022 (BPS, 2022).

Table 1. Dairy Company Milk Production

Milk Production	2017	2018	2019	2020	2021	2022
Volume (000 Ltr)	132222.76	135033.79	219801.43	105370.66	133166.32	129985.00
Value (Million Rp.)	702691.24	773984.22	670058.74	681632.07	850595.09	849118.01

Source: BPS data shows an increase in milk production from dairy companies from 2017 to 2022.

According to data from BPS and the Ministry of Industry in 2021, national milk demand is 4.19 million tons, while SSDN (domestic fresh milk) production capacity is only 0.87 million tons. In other words, SSDN production is only able to meet 19% of national milk needs, the rest must be met through imports. In 2022, the Ministry of Industry stated that the need for milk in the last six years has increased by an average of 6% per year, while domestic fresh milk production has only grown by 1%. Domestic fresh milk production (SSDN) in Indonesia is in line with the dynamics of its dairy cow population, in contrast to developed countries, where the

dairy cow population is decreasing but fresh milk production is increasing significantly (Foodreview, 2023).

Table 2. Top Brand Index (TBI) Packaged Liquid Milk 2017 - 2021

No.	Brand	2017 (%)	2018 (%)	2019 (%)	2020 (%)	2021(%)
1	Ultra Milk	44,7	40,6	42,7	31,8	32,9
2	Frisian Flag	21,2	18,5	17,2	21,9	18,4
3	Indomilk	17,4	15,1	12,5	14,5	11,9
4	Bear Brand	6,0	8,8	12,3	14,3	18,8
5	Milo	4,1	7,6	4,8	5,3	4,8

Source : [www.topbrand-award.com](http://www.topbrand-award.com) (Top\_Brand\_Award, 2021)

Data from Table 2, it can be seen that BB milk products are ranked 5th, competing with UHT milk and pasteurized milk in other brands of packaging which are the result of liquid milk products from old players, namely Ultra Milk, Indomilk and Frisian Flag. BB dairy products were even able to beat Milquat's ranking, which is also an old player in the liquid milk sector. The BB milk product itself is a new product from PT Nestlé Indonesia which is directly below Milo's ranking which is also a product from PT Nestlé Indonesia. It can be seen that the Bear Brand percentage from 2017 - 2021 has always experienced a good increase. It can also be seen that competition between producers of packaged liquid milk is very tight.

This makes a number of manufacturers try hard to reach as many consumers as possible in order to expand market share and get consumers who are loyal to their products. One of the efforts is to diversify in improving the function of packaging to be able to attract consumers through artistic aspects, colors, graphics, shapes and designs, as well as competing regarding emphasis on the nutritional content and energy stored in the milk products offered.

Many consumers consciously buy a product because they are attracted to it for a reason, namely because of the color and shape of the packaging. Not to mention consumers who buy only because they are interested in the design or shape of a product, which causes packaging to be very effective in attracting consumers to buy a product. Another strategy to attract consumers is to set product prices to stimulate a stronger market response. Product prices are expected to encourage consumers' desire to use a product, as well as indirectly encourage consumers to abandon competing products. Many people are attracted to a product because it offers more benefits than the product itself.

Predisposed consumer behavior brand minded, encourages companies to create a different brand for each product they produce and tries to make the brand known to consumers. So that the various marketing strategies carried out lead to brand recognition and ultimately have consumers who are loyal to the brand. A positive brand image for consumers can also be a consideration for consumers when purchasing a product and will even make consumers loyal to the product, because the brand is an indicator of the value of a product for consumers to obtain functional and emotional benefits.

Customer loyalty is shown by purchasing products repeatedly and they tend not to want to switch to another brand. Customer loyalty can be seen from the customer's loyalty in using a product and their reluctance to switch to another brand of dairy product. The percentage of BB milk products, although the brand ranking has not changed, is still in fourth position, but the results of the top brand index have increased every year, which shows that the increasing sales

of BB milk products could have an impact on increasing the number of consumer loyalty. Consumers become loyal when consumers are interested in one of the variables of the product, namely in terms of brand, price, taste, packaging, service, guarantee, design and benefits.

PBB milk products are liked by many groups including young people, older people and the Chinese community in particular. They assume that if they drink BB milk products it will be good for their health & because in the past it was Chinese traders who brought Bear Brand to Indonesia, so the Chinese people made BB milk products a daily health drink for their families. For this reason, BB milk products are packaged in cans with a size that fits in the palm of your hand and can only be consumed in one drink and the ease of obtaining the product causes people to like the practicality and all the benefits they get when consuming BB milk products. BB milk products are now increasingly known as liquid milk in cans with high health content, attractive advertising, practical design, and good nutritional benefits for the human body.

Apart from that, BB milk products also have 3 variants including: Bear Brand Original, Bear Brand Gold White Malt and Bear Brand Gold White Tea. And Bear Brand products have also been widely distributed nationally, so they are easy to find, especially in mini markets. Therefore, researchers are finally interested in finding out more about consumer behavior in choosing BB milk products.

Based on the background provided, the researcher has formulated the following research problems: Firstly, what are the factors influencing consumers' decisions when purchasing Bear Brand products. Secondly, among the three Bear Brand product variants manufactured by Nestle, which product holds the highest popularity among consumers.

## **2. Theoretical background and and hypothesis**

In this research, consumer considerations used as the basis for choosing BB milk products are price, location, packaging, promotion, and product benefits. According to Armstrong and Kotler (2011), understanding price is the amount of money charged for a product (goods or services) or the value consumers must pay to get the product's benefits.

According to Heizer et al. (2016), location is a driver of costs and revenues, so location often has the power to shape a company's business strategy. Strategic location aims to maximize profits from the company's new location. According to Armstrong and Kotler (2011), one of the keys to success is location; location starts with choosing a community. This decision depends largely on potential economic growth, stability, competition, and political climate.

According to Klimchuk and Krasovec (2013), the packaging is used to wrap, protect, ship, issue, store, identify, and differentiate a product in the market. According to Kotler and Keller (2012), packaging is designing and producing containers or wrappers as a product.

According to Rangkuti (2013), promotion is communicating information between sellers and potential buyers or other parties in the distribution channel to influence attitudes and actors. According to Tjiptono and Diana (2022), promotion is a form of communication in marketing a good or service. Marketing communication is a marketing activity that seeks to disseminate information, influence or persuade, and remind the target market or company and its products so that they want to accept, buy, and be loyal to the products offered by the company in question.

Product benefits (product benefits) (Kotler, 2008) represent the value provided to customers by the product. This is what consumers feel and enjoy when purchasing a particular product or service. While a product or service is generally seen as capable of providing consumers with one or more functional benefits, the same product or service may also have many other non-functional benefits.

The analytical Hierarchy Process is a method that can be used to solve a problem with many criteria (Multi-Criteria Decision Making). The method used by AHP is to give priority to several alternatives that are considered important by following predetermined criteria. Specifically, AHP helps solve hierarchical structures based on objectives, criteria, sub-criteria, and various options or alternatives (Saaty, 1990b).

AHP can also estimate feelings or emotions as a consideration in making a decision. A set of pairwise comparisons is then used to rank the elements to be compared. Arranging several elements according to relative importance using a priority-setting synthesis procedure. AHP has a mechanism to increase logical consistency if comparisons need to be considered more consistent.

AHP provides a scale to provide information on things and realizes a method of setting priorities and tracking the logical consistency of various considerations used to implement these priorities. AHP also reflects the natural tendency to select system elements at various levels by grouping similar elements into each level and providing a single model to make it easier to understand and flexible for various unstructured problems. AHP can lead to a comprehensive estimate of the goodness and badness of each alternative, considering relative priorities and various factors and determining which alternative is the best based on the objectives in decision-making. These things make the AHP method an effective and precise way to determine decision-making that can be used widely.

### 3. Method

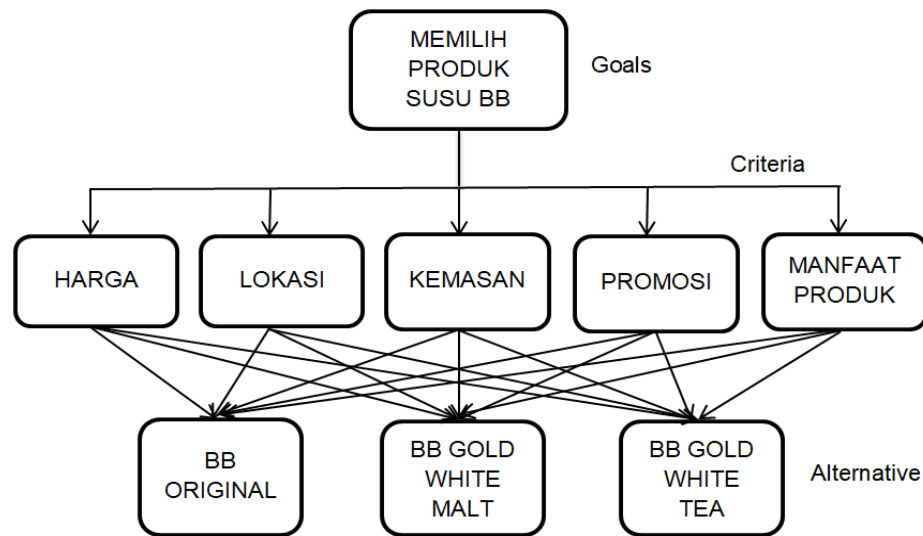
This research uses the AHP method to determine how consumers choose from the various BB milk products they will consume and what factors are the most underlying factors in purchasing BB milk products.

The selected analysis technique is carried out using the Analysis Hierarchy Process (AHP) method proposed by Saaty. The data that will be calculated using the AHP method is based on input from in-depth interviews with customers as sources; sources considered worthy of being used in analysis using the AHP method are sources. Who has sufficient knowledge and experience regarding the problem being analyzed because they often consume BB milk products (Saaty, 1990a)? The AHP method in this research will use software Super Decision V2.8 in data processing (Mu & Pereyra-Rojas, 2016).

AHP is a simple method that is general and easy to apply for various qualitative research, such as decision-making, forecasting, resource allocation, and so on. This time, the research agenda includes determining the choice of BB milk products based on considerations of price, promotion, packaging, location, and product benefits (Ascarya, 2005).

From calculations using AHP, information will be obtained on which of the five existing considerations has the highest weight or value as a basis for deciding to choose BB milk products. From the calculation results, which BB milk product will be the customer's choice for consumption will be known.

The results of this research will illustrate how customers determine the type of BB milk product they will consume. It is also to find out what dominant factors are the basis for choosing BB milk products. Based on the theoretical basis described above as the basis for this research, in general, the framework of thinking that is the basis for carrying out research using AHP analysis is as explained in the following model:



Picture 1. Hierarchy for Selection of BB Milk Products and Consideration Criteria for Selecting BB Milk Products

Source: Researcher Modification

The questions in the AHP questionnaire are in the form of pairwise comparisons between elements in a cluster to be able to find out which element between the two has a greater influence and is more dominant and how big the difference is when viewed from one side only. The numerical scale, namely 1 - 9, is used, which is a translation of the verbal assessment.

The pairwise comparison is the most important aspect in using AHP which is used to make decisions comparing two different alternatives using a scale that varies from 'equally preferred' to 'extremely preferred'.

Table 3. The pairwise comparisons

Numerical Scale	Information
1	Equally preferred
2	Equally to moderately preferred
3	Moderately preferred
4	Moderately to strongly preferred
5	Strongly preferred
6	Strongly to very strongly preferred
7	Very strongly preferred
8	Very to extremely strongly preferred
9	Extremely preferred

Respondents must be accompanied by researchers when filling out questionnaires to maintain consistency of the answers given. In general, the number of questions on the AHP questionnaire is very large. So non-technical factors can cause a high level of inconsistency.

## 4. Results and discussion

### Product Profile

BB dairy products is one of the brands produced by PT Nestle S.A which is based in Vevey, Switzerland. The Nestle company began operating in Indonesia in 1971. BB milk products are one of the products of PT. Nestle Indonesia. Where BB milk products have 3 flavor variants, namely: Bear Brand Original, Bear Brand Gold White Tea and Bear Brand White Malt.

BB milk products are made from 100% high quality pure milk which has undergone a sterilization process without the addition of preservatives so that it can be consumed directly. With all the goodness of milk, the purity of BB milk products can help maintain body health.

Of the various products released by Nestle which are made from cow's milk. BB dairy products get milk from cows which are first expressed by cows every day from Nestle farms. The next milk is given to other products from Neste such as Dancow, Milo and so on. Milk from the cow's first milking every day is believed to be the best milk compared to milk from the second cow's milking and so on. The sterilization process is a heating process using high temperatures but for a short time so that it can eliminate germs that destroy milk but still maintain the nutritional content contained in milk. Apart from containing 100% pure cow's milk, BB milk products also contain all the goodness of milk and nutrients and contain 0% sugar. BB dairy products can be served hot and cold. If you want to warm it up, do not exceed the temperature of 370 C because regular heating at high temperatures can damage milk nutrients.

The Bear Brand milk products come in various types, including Bear Brand Original in 189 ml packaging priced at Rp. 8,700, Bear Brand Gold White Tea in 140 ml packaging priced at Rp. 10,500, and Bear Brand White Malt, also in 140 ml packaging, with a price tag of Rp. 10,500.

While categorized as "liquid milk," BB milk products are perceived uniquely by consumers. Bear Brand's purity has been trusted for generations, believed to possess the capability to sustain health and expedite the body's recuperative process. Loyal consumers attribute various benefits to Bear Brand, including the reduction of internal heat effects, enhancement of digestion, prevention of stamina depletion following strenuous activities or insufficient rest, acceleration of recovery from illnesses such as dengue fever and typhus, and cleansing of the lungs from the impacts of pollution and smoking.

BB milk products can be consumed by adults and children over 1 year old as ready-to-drink liquid milk, BB milk products can be consumed at a frequency of 2 - 3 cans per day, adjusted to needs but keep in mind that daily nutritional needs must also be met. from other types of food besides milk.

### Respondent Characteristics

Twenty-one respondents in this study were all regular consumers of BB milk products, where consumer data was obtained from several agents in Jakarta by distributing questionnaires using WhatsApp and email.

Based on the data and information that has been collected, it is known that the number of female respondents dominates at 13 people while the number of men is 8 people because on average those who buy BB milk products are mothers who work every day and have a high routine and care about the health of their families. Where the respondents selected were respondents of productive age aged 20 - 36 years and at least familiar with and having consumed BB milk products for 2 - 5 years or more.

### Data Processing Results

Based on the results of data processing from respondents' assessments which were measured

using Pairwise Comparison, all existing respondents were combined and after ensuring their consistency with the Consistency Ratio indicator below 0.1, results were obtained which showed that:

Table 4. Prioritize Product Selection Based on Price

No	Product	Average Results of Consumer Choices
1	Bear Brand Original	0.74
2	Bear Brand Gold White Tea	0.13
3	Bear Brand White Malt	0.13

Based on price considerations, the product chosen was Bear Brand Original with an average customer choice value of 0.74

Table 5. Prioritize of Product Selection Based on Location

No	Product	Average Results of Consumer Choices
1	Bear Brand Original	0.69
2	Bear Brand Gold White Tea	0.11
3	Bear Brand White Malt	0.20

Based on location considerations, the product chosen was Bear Brand Original with an average customer choice value of 0.69

Table 6. Prioritize of Product Selection Based on Packaging

No	Product	Average Results of Consumer Choices
1	Bear Brand Original	0.54
2	Bear Brand Gold White Tea	0.25
3	Bear Brand White Malt	0.21

Based on packaging considerations, the product chosen was Bear Brand Original with an average customer choice value of 0.54

Table 7. Prioritize of Product Selection Based on Promotion

No	Product	Average Results of Consumer Choices
1	Bear Brand Original	0.61
2	Bear Brand Gold White Tea	0.19
3	Bear Brand White Malt	0.19

Based on promotional considerations, the product chosen was Bear Brand Original with an average customer choice value of 0.61



Table 8. Prioritize Product Selection Based on Product Benefits

No	Product	Average Results of Consumer Choices
1	Bear Brand Original	0.72
2	Bear Brand Gold White Tea	0.16
3	Bear Brand White Malt	0.12

Based on price considerations, the product chosen was Bear Brand Original with an average customer choice value of 0.72.

Table 9. Prioritize Choice Criteria for Selecting BB Milk Products

No	Criteria	Average Results of Consumer Choices
1	Price	0.15
2	Location	0.10
3	Packaging	0.09
4	Promotion	0.30
5	Product Benefits	0.36

Based on consideration of the criteria factors in selecting BB milk products, the criteria most chosen as a basis for consideration are product benefit criteria with a score of 0.36, followed by promotion criteria with a score of 0.30, followed by price criteria with a score of 0.15. , then location criteria with a score value of 0.10 and finally packaging criteria with a score value of 0.09. Looking at this data, it can be ascertained that consumers of BB milk products prefer it based on considerations of product benefits and promotions related to the quality of the product's health benefits.

Table 10. Data Analysis Results

	Criteria	Bear Brand Original	Bear Brand Gold White Tea	Bear Brand White Malt
Price	0.15	0.74	0.13	0.13
Location	0.10	0.69	0.11	0.20
Packaging	0.09	0.54	0.25	0.21
Promotion	0.30	0.61	0.19	0.19
Product Benefits	0.36	0.72	0.16	0.12
	1.00	0.67	0.17	0.16

Based on the data processing results above, consumers prefer to consider product benefits and strong promotions as a basis for decisions before purchasing BB milk products. Bear Brand Original is the BB milk product variant that is most popular with consumers.

According to consumer assessments, price, location, and packaging considerations are no more important than the criteria for product benefits from BB milk products, and this is also supported by the strong promotions that have been carried out so that BB milk products are widely known throughout society. The product variant that consumers widely know is the Bear Brand Original milk product, so the one that is most sought after and purchased by consumers

is Bear Brand Original compared to the other two variants, namely Bear Brand Gold White Tea and Bear Brand White Malt.

In terms of the benefits of BB milk products, it is known that Bear Brand Original is made from 100% high-quality pure milk, which has undergone a sterilization process without adding preservatives so it can be consumed directly. With all the goodness of milk, the purity of Bear Brand Original can help maintain a healthy body. Meanwhile, Bear Brand Gold White Tea, a white tea content obtained from selected tea leaves and supplemented with vitamins A, C, and E, can help skin regeneration and prevent premature skin cell damage. Bear Brand White Malt contains malt and is equipped with vitamins B1, B2, B6, and B12, which help speed up the energy processing process to carry out daily activities with enthusiasm.

In promoting its products, Nestle carries out marketing communication strategies to consumers using various forms of advertising, both print and electronic media. The communication conveyed to the public focuses on the product's benefits and the Bear Brand sterile milk content, which is good for body health. Nestle also holds events in various regions to carry out direct marketing for each of its products.

Especially for BB milk products, apart from actively marketing its products through advertising and promotions. Bear Brand often holds regular events to continue communicating with its consumers. BB dairy products regularly hold big events every year, namely Bear Brand Ramadhan and Bear Brand Chinese New Year, which are held simultaneously from Sabang to Merauke.

If we look at the advertisements, promotions, and events regularly held by BB dairy products, Bear Brand Original is the variant that always appears. So, it is possible that many people do not know about the existence of 2 other variants of BB milk products, namely Bear Brand Gold White Tea and Bear Brand White Malt. For example, the variant advertisements displayed are mostly only the Bear Brand Original variant. In the event and promotional activities, the variants sold and used as branding are only the Bear Brand Original variant. In contrast, the other two variants are only used as support or gifts if we buy the Bear Brand Original variant.

## **5. Conclusion**

From the results of the research that has been carried out, it can be concluded that of the three BB milk product variants that customers most choose to buy is the Bear Brand Original variant with a score of 0.67, followed by the Bear Brand Gold White Tea variant with a score of 0.17 and finally Bear Brand White Malt with a score of 0.16. Meanwhile, the factors most considered by customers in choosing a product are Product Benefits with a score of 0.67, followed by Promotion with a score of 0.30, then Price with a score of 0.15, then Location with a score of 0.10 and finally Packaging with a score of 0.15. score 0.09.

### **Suggestion**

Based on the results of data analysis using AHP on the choice of product variants and the reasons for choosing these product variants in the conclusion, the researcher suggested to PT. Nestle Indonesia maintains the quality of BB Original milk products and is increasingly branding them through strong promotions of these BB milk products at this time. Branding efforts should also be made to improve other variants of BB milk products, namely Bear Brand Gold White Tea and Bear Brand White Malt.

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