

THE EFFECT OF PACKAGING AND BRAND IMAGE ON PURCHASE INTENTIONS OF PACKED RICE PRODUCTS

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ABSTRACT

Consumer purchase intentions will arise when the perception of the product is fulfilled, through packaging that has material, color, writing, design, information on the values contained in a product that is printed neatly on the packaging. Neat packaging will depict a good brand image in the minds of consumers and will make purchase intentions for the rice product appear. The researcher chose the survey method because the data to be collected was relatively limited from a number of problems which were relatively large in number and the researcher determined 100 people as respondents. Samples were taken using a non probability sampling method with a purposive sampling technique. Tests carried out using SPSS 25 for windows. The analytical tool used is linear regression. The conditions set as respondents are prospective consumers. The purpose of this survey is to find out how respondents' opinions about packaging and brand image on the purchase intention of packaged rice products. The results of the study show that, (1) packaging has a significant positive effect on the purchase intention of packaged rice products; and (2) brand image has a significant positive influence on the purchase intention of packaged rice products.

Keywords: packaging, brand image, purchase intention, packed rice products.

INTRODUCTION

Rice consumption in Indonesia is currently experiencing a significant increase every year, in line with the increasing population of Indonesia. Most Indonesian people choose rice as a staple food. The community's dependence on rice itself is very high so that if the available rice is no longer sufficient for the community's needs, it will cause problems. Indonesia is an agricultural country. Currently, there is less and less agricultural land in Indonesia, because it is increasingly displaced by the construction of large buildings, this causes a decrease in domestic rice production. This condition shows that food dependence on one type of staple food product is very high, but Indonesia still imports rice to meet the demand for rice which is increasing every year. In Indonesia, rice itself is the choice most often consumed by the public as a source of carbohydrates than other sources, although cassava, corn, sorghum, sago and so on in Indonesia also contain carbohydrates.

In this modern era, consumers' purchase intentions are considered important and still cannot be implemented due to the influence of various sources to buy products. A product must have advantages over other similar products, so that it will make consumers interested in the product.

This also applies to rice products. For the most part, rice products that exist and are widespread in markets throughout Indonesia, have different brands, prices and quality of rice.

According to Darmawan and Retnowati (2013), intention is a strong consumer desire to perform certain behaviors. Intention is also an indication of how strong the consumer's desire to realize behavior is, so the stronger the desire, the more likely it is to be realized (Darmawan et al., 2020). Meanwhile, according to Mowen and Minor (2002), purchase intention is a consumer's desire to behave with the aim of being able to own, and use certain products. Another case according to Schiffman and Kanuk (2004) purchase intention is often referred to as the conative component of consumer attitudes that are closely related to the purchase of a particular product. According to Sinambela (2017), purchase intention is a strong indication of purchasing decisions based on supporting factors that consumers obtain from various sources of information. These factors include price and brand equity. The indicators of purchase intention are, (1) purchase intention; (2) consider the brand; and (3) willingness to buy (Jalilvand & Samiei, 2012). Consumers' purchase intentions for rice products are influenced by several factors, such as rice packaging and the brand image of the rice.

The packaging of a product becomes valuable and of course consumers will easily recognize the product if certain characteristics are shown (Ferrinadewi, 2004). In addition, one of the main factors for purchase intention is packaging because with very effective packaging, consumers will make purchases of these products. The development of the packaging of a product every year has increased, such as packaging that makes it easier for consumers in terms of placement, easy to carry, easy to open. Especially the packaging of rice products, changes that are increasingly advanced make rice packaging have various sizes depending on the need to make it easy to carry. Research from Becker et al. (2011); Mardikaningsih (2012); Ahmad and Lakhan (2012); Farooq et al. (2015); Mufrenia (2016); Darmawan (2017); and Waheed et al. (2018) states that packaging has a significant effect on buying interest or purchasing decisions.

According to Kotler and Armstrong (1999), packaging is an activity during planning in which there is an involvement between the specified design and the packaging made of an item to make it worthy of sale. Packaging here is a very important process to be able to maintain the quality of the product during the storage process from transportation to final use (Khasanah, 2010). Packaging is also not just to maintain product quality, but also provides a significant advantage in terms of income because during distribution, consumers will see physically before buying (Smith & Taylor, 2004). Food packaging can also be said to make a significant contribution to extending the shelf life and maintaining the quality of the product (Underwood, 2003). Packaging as a process where to design and manufacture wrappers for rice products in order to maintain the quality of existing products (Darmawan, 2017). Furthermore, there are four packaging indicators, namely, (1) materials; (2) logos; (3) color; and (4) size.

The next factor that influences purchase intention is brand image. Consumers before making a purchase, not only pay attention to the product packaging but will also look for products that have a good brand image in the market. Brand image can provide advanced behaviors such as purchase decisions, satisfaction, trust and loyalty (Darmawan & Djati, 2005; Darmawan, 2011; Mardikaningsih & Sinambela, 2016; Sinambela et al., 2020). The same stimulus also occurs in the elements of the marketing mix (Budiyanto & Darmawan, 2005; Trirahayu et al., 2014;

Mardikaningsih, 2019). A positive brand image will lead to consumer confidence in the packaged rice product because it will not disappoint if consumers consume it. Furthermore, with the brand image they have, it causes consumers to believe in the benefits and advantages they have (Setyaningsih, 2004) because the brand image of packaged rice products is very different from one another, and also they are not too sensitive to price, if at any time the selling price of rice increases.

Research from Ambarwati et al. (2015); and Al Hakim and Arifin (2017) show that brand image has a significant effect on buying interest or purchasing decisions. Kertajaya (2007) suggests that brand image is the entirety of associations associated with a particular brand that consumers have in mind. Darmawan (2011) states that brand image is not simply formed but through processes and consumer involvement in products and brands. The learning process and experience are sources of information forming the brand image (Iskandar, 2003). According to Kotler and Keller (2009), brand image is the process by which a consumer in choosing, organizing the information that has been obtained to create a meaningful picture. Information obtained in two directions, namely, the first through direct consumer experience because assessing a product not only provides the promised performance but also is able to understand consumer needs through the values obtained to meet the need for contributions with the brand, and secondly perceptions that have been compiled by the company of its brand through marketing communications, such as advertising, promotions, and through public relations. Brand image indicators, namely, (1) product attributes; (2) consumer benefits; and (3) brand personality (Ratri, 2007).

From the background described, the writer is interested in knowing the opinion of respondents about the influence of packaging and brand image on the purchase intention of packaged rice products.

RESEARCH METHODS

Explanatory research with qualitative descriptive analysis approach as the type of research. The researcher chose the survey method because the data to be collected was relatively limited from several problems that were relatively large in number. Researchers determine 100 people as respondents. Samples were taken using non-probability sampling method with purposive sampling technique. Testing is done through SPSS 25 for windows. The analysis tool uses linear regression. The conditions set as respondents are potential consumers. The survey that has been conducted aims to make researchers know the opinions given by respondents about packaging (X.1) and brand image (X.2) on the purchase intention of packaged rice products (Y).

Packaging (X1) is a wrapper or packaging made to maintain the quality of rice products and can extend the shelf life of the rice. The four indicators of packaging are, (1) materials; (2) logos; (3) color; and (4) size.

Brand image (X.2) is the consumer's perception of a rice brand that has been stored well in their minds. The indicators are (1) product attributes; (2) consumer benefits; and (3) brand personality.

Purchase intention (Y) is the consumer's desire to own or buy a certain packaged rice product. The indicators are (1) purchase intention; (2) consider; and (3) the desire to buy.

The sources and data collection used are library research and field research. In this study, the data was measured using a questionnaire or a collection of questions formed based on theoretical indicators in the form of a Likert's scale. The preparation of the set of questions is adjusted to the Likert's scale model and will be given a score from one to eight, namely from strongly disagree to strongly agree.

In this data analysis method, the author tries to describe the benefits of validity and reliability testing tools. The effect of independent variables on the dependent variable can be known by using regression analysis. Through regression it will be used to test the accuracy of the regression coefficient model. With the F-test and t-test performed, it can be found whether all independent variables have a significant effect on the dependent variable.

RESULTS AND DISCUSSION

This research was conducted in the city of Surabaya. Of the planned 100 respondents, only 99 could be further processed. While the results of one respondent could not be processed because it was judged not to meet the elements of feasibility, so the author decided to abort it. Characteristics of respondents based on the data obtained will be described in Table 1 below.

Table 1. Profile of Respondents

Profile	Type	Frequency	Percentage
Gender	Man	23	23.23%
	Woman	76	76.76%
Age	21-25 Years	11	11.11%
	26-30 Years	17	17.17%
	31-35 Years	29	29.29%
	36-40 Years	22	22.22%
	41-45 Years	11	11.11%
	46- 50 Years	5	5.05%
	> 50 Years	4	4.04%

Source: SPSS output

The results of this study are known from the number of questionnaires distributed. Based on gender, the number of respondents in this study is quite different between men and women. This study was dominated by 76 female respondents because the rice processing process was related to the work in the kitchen carried out by housewives. There were 23 male respondents.

The results of this study revealed that the age of the respondents were grouped into seven sections. Based on the grouping, there are 29 respondents aged 31-35 years and the range of 36-40 years is 22 respondents. These two groups when added together are 51 respondents, which means they dominate the total sample. This implies that in this age range, the need to buy rice is really considered by respondents who are married.

Based on Table 2 below, it can be stated that all questions given to respondents are declared valid because the corrected item-total correlation value exceeds 0.3. After the statement item is declared valid, the next step is to go through the reliability test process.

Table 2. Validity Test

Variables	Question Topic	Corrected item total correlation	Status
Packaging (X.1)	Materials that can be directly observed	0.862	Valid
	Logo to match the product	0.821	Valid
	Attention-grabbing packaging colors	0.703	Valid
	Various sizes	0.723	Valid
Brand Image (X.2)	Product attribute	0.841	Valid
	Consumer advantage	0.916	Valid
	Brand personality	0.806	Valid
Purchase Intention (Y)	Intention to buy with confidence	0.871	Valid
	Considering buying it	0.795	Valid
	Next time will make sure to buy it	0.882	Valid

Source: SPSS output

Based on Table 3 below, the results of each variable, namely packaging and brand image on purchase intention, have a Cronbach alpha value > 0.6. Thus, the overall item statement of the variables studied is declared reliable.

Table 3. Reliability Test

No.	Variables	Cronbach's alpha	Status
1.	Packaging (X.1)	0.801	Reliable
2.	Brand Image (X.2)	0.839	Reliable
3.	Purchase Intention (Y)	0.847	Reliable

Source: SPSS output

The results of Figure 1 below show that the points are spread out between the diagonal line and in the direction of the diagonal line so that the normality test is fulfilled.

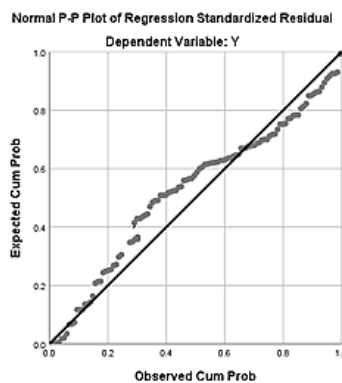


Figure 1 Normality Test

Source: SPSS output

The heteroscedasticity test is carried out by observing the scatter plot as shown in Figure 2. In the figure, the results of the heteroscedasticity test do not show that there is a clearly formed pattern and is still spreading on the Y axis, so it can be concluded that there are no problems with the heteroscedasticity test.

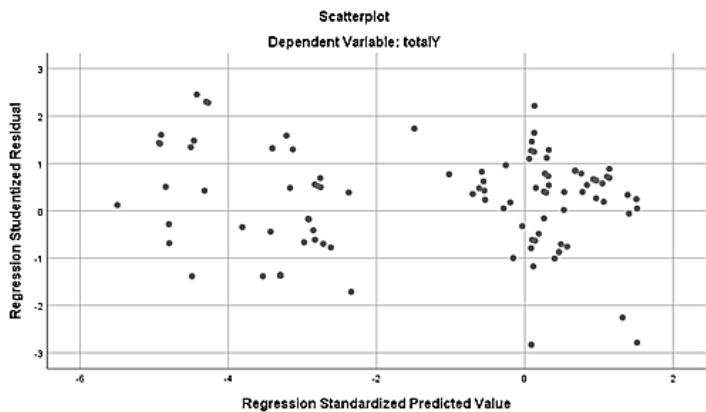


Figure 2 Heteroscedasticity Test
Source: SPSS output

Based on the SPSS output, the durbin-watson value obtained in this study was 1.563. This value is in the range of 2 and -2, which means that there is no autocorrelation problem. Based on the SPSS output of each independent variable, the VIF value shows 2.002 so that the value is below 10 and the tolerance value is above 0.1, which is 0.980. Thus the variables involved in this study do not have a multicollinearity test problem or do not have a very strong correlation.

Based on Table 4, the results of the t test show that the value of the packaging variable has a significant positive effect on purchase intention ($0.012 < 0.05$) and brand image has a significant positive effect on purchase intention ($0.000 < 0.05$). Therefore, the significance value of each has met the requirements below 0.05 so that the hypothesis is accepted and vice versa if it is above 0.05 then the hypothesis is rejected. In addition, the regression equation model formed is: $Y = 4.733 + 0.252X_1 + 0.368X_2$.

Table 4. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	4,733	1,582		3,107	,002
	X1	,252	,296	,337	3,544	,012
	X2	,368	,090	,583	4,071	,000

Source: SPSS output

The results of the F test in Table 5 show that the calculated F value is 19.341 with a significance of 0.000 so that the independent variables (packaging and brand image) have a simultaneous effect on the dependent variable (purchase intention).

Table 5. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1696.132	2	565.377	19.341	.000 ^b
	Residual	3186.310	97	29.232		
	Total	4882.442	99			

Source: SPSS output

The results of the coefficient of determination in Table 6 describe that the R square value is 0.347 so that 34.7% of the purchase intention variable is explained by the packaging and brand image variables while other variables, other causes can contribute 65.3%. Thus, if the value is close to one, the stronger the model explains the dependent variable.

Table 6. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.589 ^a	.347	.329	5.40668	1.563

Source: SPSS output

From the results of data analysis that has been described previously, it will be adjusted to the research hypotheses that have been set. Here is the explanation. The first hypothesis states that packaging has a significant effect on the purchase intention of packaged rice products. This hypothesis proved to be true and supports the findings of the study of Becker et al. (2011); Mardikaningsih (2012); Ahmad and Lakhan (2012) and Waheed et al. (2018). According to Darmawan (2017) packaging is proven to have an influence on purchasing decisions because it provides a guarantee for buyers to get good products without any contamination that may occur during the shipping or storage process. Farooq et al. (2015) stated that packaging is the main and most important stimulus to create a special attraction for consumers. Consumers are here to decide on a purchase, consumers have many considerations and are used as guidelines before making a purchase. Consumers will look for packaging that has material, color, writing, design, information on the values contained in a product that has been neatly printed on the packaging. If consumers feel that the packaging of rice products meets the criteria and expectations of the values in the minds of consumers, then this will be able to influence the purchase intention of the rice product. The implication is to create packaging that can stimulate consumer purchase intentions.

The second hypothesis states that brand image has a significant effect on the purchase intention of packaged rice products. This hypothesis is proven to be true and is in accordance with the results of research from Jahlilvand and Samiei (2012) and Chao and Liao (2016). Torlak et al. (2014) stated that the higher the brand image of a product, the higher the consumer's feelings of purchase intention. According to Darmawan (2011) brand image has a very dominant role during the purchasing decision-making process. This happens when consumers do not have complete information about price comparisons. They will only rely on the image of each brand. Purchase intention here is formed because in the minds of consumers there is a good brand image. The brand image is considered good because consumers also perceive that the rice product has benefits and values that can meet the needs of its consumers. The implication is that when producing packaged rice, producers must differentiate their rice products so that they are different from competitors.

In the end, both independent variables have a significant impact on the dependent variable simultaneously. This finding is in agreement with previous studies from Jahlilvand and Samiei (2012); Torlak et al. (2014); Chao and Liao (2016); and Muslim (2017) which states that brand image and packaging design variables have a partial and significant positive effect on repurchase intention.

CONCLUSION

From the results of the analysis of research results and discussion, the researcher can establish the following conclusions: (1) packaging has been shown to have a significant effect on the purchase intention of packaged rice products; (2) brand image is proven to have a significant effect partially on the purchase intention of packaged rice products.

In fact, consumers here before determining purchase intentions will look at the packaging of a product, because a packaging or design will reflect the quality of the product. So, packaged rice producers must create the right design or packaging, the material of the packaging must be appropriate in order to reflect the quality of the rice product, because consumers are also looking for products that have efficient packaging, are easy to carry and can last a long time. In the brand image variable itself is the value of the results of a marketing and the value given by consumers to the product. Therefore, purchase intentions are also formed with a good brand image in the minds of consumers. Consumers must also be wiser before the purchase intention appears, with consumers having to multiply information and evaluate the rice products that are well known in the market that they will buy.

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