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The Influence of Packaging and Product Quality on Consumer Purchase Interest of Indomie Brand Instant Noodles in Sedayulawas Lamongan

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Abstract

Introduction: This study aims to describe the level of influence of packaging and product quality on consumer buying interest in Indomie brand instant noodles in Sedayulawas Lamongan. **Method:** This study uses quantitative research methods using survey methods through questionnaires as an instrument to obtain data. Questionnaires are made in google form and in printed form, then distributed online and offline (face to face). **Finding/Results:** The results of this study indicate that the coefficient of determination (R2) is 0.373 (37.3%), meaning that the magnitude of the influence of the packaging variable (X1) and product quality (X2) on consumer buying interest (Y) is 37.3% and the rest is 62. ,7% influenced by other variables not proposed in this study.

Keywords: Packaging; Product quality; Consumer buying interest .

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1. Introduction _

Observing the dynamics of the business world and the industrial world in the modern era, generally companies are required to be more optimal in producing a product. The phenomenon that is developing at this time is that companies update old products into new products , but do not eliminate the characteristics of these products. The increasing human needs, can be used as a benchmark for increasing the welfare of society. Every company should be able to prioritize customer satisfaction in maintaining the sustainability of the relationship between consumers and

the company. In this context, the main goal is to provide value to consumers through quality products that can attract consumers to fulfill all their needs or desires for the products they are interested in or consumed.

Consumer interest in a product is not only determined by the quality of the goods, packaging design is also a major concern for consumers, Kotler and Armstrong (2012) state that the packaging process involves designing and producing activities, the main function of packaging is to protect the product so that it maintain quality. . So packaging is not only a form of service, but as part of efforts to foster consumer confidence . When there is a high level of competition in selling a product, consumers are more free to get the best product according to their wants and needs. It is a necessity for entrepreneurs to survive and To be a market leader in the competitive process , it is necessary to consistently improve product quality . Along with the increasing activity and busyness of the community, causing most people to need products that are presented practically and instantly, making it easy and fast to consume it.

Sedayulawas is an area on the north coast of the island of Java, the majority of the population works as fishermen, as small farmers and do not have rice fields. It makes residents have to buy basic food items, especially rice to fulfill their daily needs. This is the main trigger for the residents of Sedayulawas to think practically in meeting their needs, making the choice to consume instant noodles is a logical choice, with low and affordable costs. Choosing a quality instant noodle product, maintaining its health and attractive packaging, is in line with the opinion of Rundh (2005) in Raheem, Vishnu and Ahmed (2014) which shows that packaging can attract consumers' attention to certain brands, improve image, and stimulate consumer perceptions about the product. This research focuses on studies on consumers of Sedayulawas residents who use Indomie brand instant noodle products.

2. Literature Review

2.1 Packaging

According to Mudra in Official and Wismiarsi (2015) shows that packaging can be interpreted as an object that functions to protect, secure certain products in it and can provide a certain image to persuade users. In general, packaging is the outermost part that wraps a product with the aim of protecting the product from weather, shocks and collisions with other objects. From the shape, size, color and information displayed on the packaging, it can be attractive so that it can be compared with other similar packaging. One aspect that is often overlooked in packaging is that beauty, whatever its nature, helps packaging fulfill its role in the marketing process. Packaging must be effective and not exceed the proportion of benefits.

2.2 Product quality

A product is called quality if it is in accordance with predetermined quality standards. This method is intended to ensure that the products produced meet the standards that have been set so that consumers will not lose confidence in the product in question. Quality standards include raw materials, production processes, and finished products. According to P Rawiro (2020) Stating that quality (Quality) is the level of good or bad or level or degree. The term quality is widely used in the engineering and manufacturing business related to techniques and concepts to improve the quality of products or services produced. Quality is a unique thing because of its dynamic, relative, different nature, and wide scope.

2.3 Consumer Purchase Interest

Interest is something that is personal, related to attitude, individuals who are interested in an object will have the power or encouragement to carry out a series of behaviors to approach or get the object. In addition, interest can be interpreted as an incentive for someone to look actively and direct attention to the object that he likes. According to Haswina in Rossiter and Percy (2008) shows that buying interest is a consumer's self-instruction to make a purchase of a product, plan, take relevant actions such as proposing (Initiator), recommending (Influencer). Choose, and finally make a decision to make a purchase.

2.4 Thinking Shell

The framework of thinking in this research can be presented as follows:

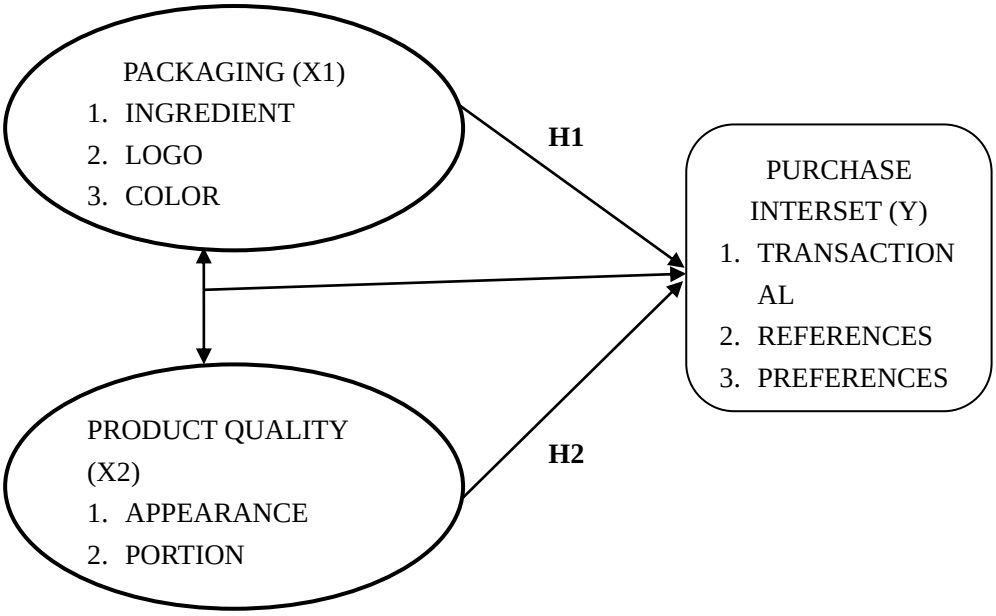

Figure 1. Thinking Framework

2. 5 Hypotheses

Based on the framework of thinking that has been put forward by the researcher, the following hypotheses can be formulated:

H1: It is suspected that the Indomie Brand Instant Noodle Product Packaging has a Positive Effect on Consumer Purchase Interest in Sedayulawas Brondong Lamongan.

H2: It is suspected that the quality of Indomie Brand Instant Noodles has a Positive Effect Against Consumer Buying Interest in Sedayulawas Brondong Lamongan.

H3: It is suspected that the packaging and quality of Indomie Brand Instant Noodles have a positive effect on consumer buying interest in Sedayulawas Brondong Lamongan.

3. Research methods

3 .1. Types of research

The form of this research is *Explanative* with a quantitative approach. In accordance with the opinion of Sugiyono (2012), it shows that the method of Quantitative research can be interpreted as a research method based on on the philosophy of positivism, used to research on the population or sample certain, data collection using research instruments, data analysis is quantitative based on statistical *output* , with the aim of testing the hypotheses that have been set. The data in this study were obtained from questionnaires distributed throughout the respondents, then processed using SPSS. The results of the data are used to answer the problem formulation and test the proposed hypothesis.

3. 2. Sampling technique

This study uses an explanatory method approach to explain the effect of packaging (X1 and product quality (X2) on purchase intention (Y). By setting the object on consumers of Indomie brand instant noodle products in the Sedayulawas Lamongan area . This research is limited to studies on the influence of packaging and quality products on consumer buying interest in Indomie brand instant noodle products in the Sedayulawas Lamongan area , while other factors can be the focus of research for further researchers. This research uses quantitative research methods using survey methods through distributing questionnaires as instruments to get data. Questionnaires are made in in the form of google forms and in printed form, then distributed online or face-to-face.

The population in this study are all consumer consumers who use the Indomie brand instant noodle products, according to Sugiono (2012) stating that the samples taken from the population must be truly representative (representative). If the research is carried out by part of

the population, the study is a sample study. In this study, samples were taken based on non-probability sampling with a purposive sampling system. Determination The questionnaire was made by giving closed statements according to the variables studied and using a Likert scale of five alternative answers.

The analytical technique used in this research is descriptive analysis and multiple linear regression analysis. Descriptive analysis is used to obtain a description or description of the effect of promotion and brand image on purchasing decisions. while the Multiple Linear Regression analysis is used to answer the level of influence of promotion and brand image partially and the influence of promotion and brand image simultaneously on consumer purchasing decisions.

3. 3. Data collection technique

Data collection activities are an important thing in research. Complete or not the data obtained determine the success of the research objectives, namely to answer research problems. In order to obtain the right data, the data collection methods needed in this study are:

a. Documentation

Documentation is the collection of written or printed data about facts that will be used as physical evidence of research and research results and the results of this documentation will be very accurate and very strong in position. According to Arikunto (2010), states that the documentation method is a method of finding data about things or variables in the form of notes, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, agendas and so on. In this study the use of documentation to obtain data regarding the number of consumers of instant noodles of the Indomie brand in the Sedayulawas Lamongan area

b. Method (Questionnaire)

Data collection was carried out using a list of written questions that were compiled and distributed to obtain and explore information or information needed by respondents. The list of questions is entirely related to the factors that influence the respondent's behavior towards purchasing decisions. This method uses a closed questionnaire with a Likert type format, which is a questionnaire that has been provided with answers so that the respondents just have to choose. Sugiyono (2016), suggests that for the purposes of quantitative analysis, the answers to each question item can be given a symbol, for example strongly agree (SS), agree (S), uncertain (R), disagree (TS), and strongly disagree. (STS).

c. Interview

An interview is a tool that is carried out by a party who employs a candidate or candidate for a position, a journalist, or an ordinary person who is looking for information about a person's personality or seeking information. In this study, interviews are needed to find some information that researchers want to know from informants who have the feasibility to convey information

and data that researchers want to know. Interviews can be direct or indirect. Direct interviews are carried out by meeting directly with people who have the information needed, while indirect interviews are carried out by meeting other people who are considered to be able to provide information about the condition of the person whose data is needed.

Multiple Linear Regression Analysis

Quantitative analysis with statistical methods used is multiple linear regression analysis. Basically multiple linear regression is a prediction or forecasting model using interval or ratio scale data and there is more than one predictor. The data scale referred to above is on all variables, especially the dependent variable. In linear regression, it is possible to use dummy data on the independent variables. That is in linear regression with dummy.). Multiple linear regression analysis method was carried out with the help of the SPSS program which is one of the computer program packages used to manage statistical data. Multiple linear regression equations can be presented as follows:

Y = + 1 X1 + 2 X2 + n Xn + e

Information:

Y = dependent variable or response variable.

X = Independent variable or predictor variable.

= Constant.

= Slope or Coefficient estimate.

4. Analysis and Discussion

4 .1 Instrument Validity Test

1. **Packaging Variable (X1)**

Table 1. Validity Test Results

Items	Value of r count	Table r value	Results
1	0.69 6	0, 1654	Valid
2	0.781	0, 1654	Valid
3	0.848	0, 1654	Valid
4	0.797	0, 1654	Valid
5	0.784	0, 1654	Valid

Source: Primary Data Processing Results

Refers to t a b e l 1 d a p a t dik e t a hui b a h w a the calculated r value from statements 1 to 5 on the packaging variable is greater than r table (0.1654), it can be concluded that all statements on the packaging variable are declared valid .

2. **Product Quality Variable (X2)**

Table 2. Validity Test Results

Items	Value of r count	Table r value	Results
1	0.650	0, 1654	Valid
2	0.647	0, 1654	Valid
3	0.669	0, 1654	Valid
4	0.630	0, 1654	Valid
5	0.772	0, 1654	Valid

Source: Primary Data Processing Results

Based on table 2, it can be seen that the calculated r value from statements 1 to 4 on the product quality variable is greater than r table (0.1654), it can be concluded that all statements on the product quality variable are said to be valid.

3. Consumer Purchase Interest Variable (Y)

Table 3 . Validity Test Results

Items	Value of r count	Table r value	Results
1	0.737	0, 1654	Valid
2	0.830	0, 1654	Valid
3	0.774	0, 1654	Valid
4	0.920	0, 1654	Valid
5	0.907	0, 1654	Valid

Source: Primary Data Processing Results

Paying attention to the data presented in table 3, it can be seen that the calculated r value from statements 1 to 4 on the consumer buying interest variable is greater than r table (0.1654), it can be concluded that all statements on the consumer buying interest variable can be called valid.

4. 2 Instrument Reliability Test

Table 4. Reliability Test Results

No.	Variable	Cronbach's Alpha	Cronbach's Standard	Information
1	Packaging	0, 838	0.6	Reliable
2	Product quality	0.686	0.6	Reliable
3	Consumer Buying Interest	0, 869	0.6	Reliable

Source: Primary Data Processing Results

Observing the data presentation in table 4, it can be seen that the correlation of the measuring moment between the odd total and the even total shows the value of X1 = 0.838; X2=0.686 and

Y=0.869. This shows that all variables have a correlation level greater than Cronbach's standard (0.6), then all variables can be justified as reliable.

4. 3 Classical Assumption Test

1. Normality test

The normality assumption test aims to test whether each variable is normally distributed or not. The normality test is needed because it is used to test other variables by assuming that the residual value follows a normal distribution.

Table 5. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters [a,b]	mean	0.0000000
	Std. Deviation	2.83772683
Most Extreme Differences	Absolute	0.106
	Positive	0.100
	negative	-0.106
Test Statistics		0.106
asymp. Sig. (2-tailed)		0.008 [c]
Monte Carlo Sig. (2-tailed)		0.196 [d] _

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Primary Data Processing Results

Based on table 5, it can be described that in this test, the author uses the results of the *Monte Carlo Sig test* . (2-tailed) with a significance value of 0.196 above the significance value (0.05), it can be concluded that the residual variable is normally distributed.

2. Multicollinearity Test

Multicollinearity Assumption Test aims to test whether the regression model is found to have independent variables. A good regression model should not have a correlation between the independent variables. Multicollinearity can be seen from the tolerance value and its opposite *Variance Inflation Factor* (VIF). These two measures represent every other independent variable. *Tolerance* measures the variability of the selected independent variable that cannot be

explained by other independent variables. So a low *tolerance value* is the same as a high VIF value (because VIF = 1/tolerance). Multicollinearity occurs when the tolerance value is > 0.10 or equal to the VIF value < 10.

Table 6. Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	-6,642	3,130		-2.122	0.036		
	Packaging	,260	,114	,188	2,277	0.025	,949	1.054
	Quality	,965	,147	,541	6.553	,000	,949	1.054

a. Dependent Variable: buying interest

Source: Primary Data Processing Results

Based on the results in table 6, it appears that each independent variable has a value of VIF<10 (1.054<10) and Tolerance>0.1 (0.949>0.1). Thus it can be concluded that the independent variables in the regression model do not experience multicollinearity.

3. Heteroscedasticity Test

Heteroscedasticity testing aims to test whether the regression model has an inequality of variance from the residuals of one observation to another observation. If the variance from the residual of one observation to another observation remains, it is called Heteroscedasticity.

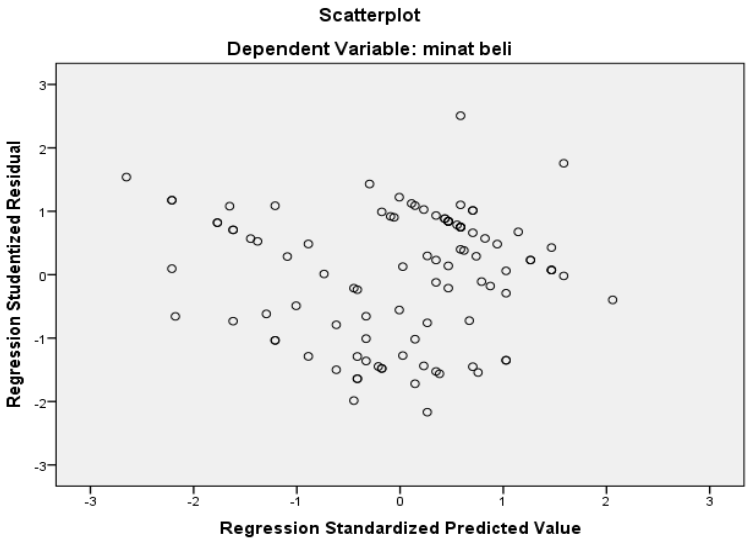

Figure 3 . Heteroscedasticity Test Results with *Scatterplot*

Based on 3, the Scatterplot Diagram above, it can be seen that the points spread randomly above and below point 0 on the Y axis, so it can be said that in this regression model there are no Hetroscedasticity symptoms and this test is feasible to use.

4 .4 Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine how much influence the independent variables, namely packaging (X1) and product quality (X2), had on the dependent variable, namely consumer buying interest (Y). In order to obtain the correct results of the calculation of the regression coefficients in data processing, the computer assistance program SPSS statistics 23 is used. The results of multiple linear regression tests can be presented as follows:

Table 7. Results of Regression Coefficient Analysis

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	-6,642	3,130		-2.122	0.036
	Packaging	,260	,114	,188	2,277	0.025
	Product Quality	,965	,147	,541	6.553	,000

Source: Primary Data Processing Results

Based on the SPSS 23.0 *statistical output for windows* as shown in table 7, the multiple linear regression equation can be formulated as follows:

Y = (-6,642) + 0.260X1 + 0.965X2 +e

Based on the regression model above, it can be interpreted as follows:

1. Constant value (a) means that if the variable packaging (X1) and product quality (X2) has a value of zero (0), then the value of the variable consumer buying interest is -6.642 units, meaning that if policies related to packaging and product quality are not implemented by company, the consumer's buying interest is getting lower.
2. The coefficient value for the packaging variable (X1) is 0.260. Shows that for every one-unit increase in the packaging variable, the buying interest variable will increase by 0.260 units provided that the other independent variables of the regression model are fixed.
3. The coefficient value for the product quality variable (X2) is 0.965. Shows that for every one-unit increase in the product quality variable, the buying interest variable will increase by 0.965 units provided that the other independent variables of the regression model are fixed.

4 .5 Hypothesis Test

1. Partial Significance Test (t Test)

The use of the partial significance test (t test), to determine the level of influence of the packaging variable (X1) and product quality variable (X2) on the consumer buying interest variable (Y) with the assumptions of the other variables being constant. Using a significant probability value less than 0.05 (5%), the independent variable has a significant effect on the dependent variable.

Table 8. t test results

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-6,642	3,130		-2.122	0.036
	Packaging	,260	,114	,188	2,277	0.025
	Product quality	,965	,147	,541	6.553	,000

Source: Primary Data Processing Results

Referring to the data in table 8, it can be seen that the t value and the significance of the independent variables can be seen. The packaging variable shows the t-count value of 2.277 and the 5% t-table value of 1.98447, then the t-count> t-table value. The significance value is 0.025 <0.05. This means that the packaging variable has a positive and significant effect on consumer buying interest. While the product quality variable, the t-count value is 6.553 and the t-table distribution value of 5% is 1.98447. so it can be concluded that t count> t table. The significance value is 0.000 <0.05, meaning that the product quality variable has a positive and significant effect on consumer buying interest. Based on the facts above, it can be concluded that partially there is an effect of packaging and product quality on consumer buying interest in Indomie brand instant noodles.

2. Simultaneous Significance Test (F Test)

The use of the simultaneous significance test (F test), to determine the effect of the independent variables simultaneously (simultaneously) on the dependent variable. It is known that the value of F table with the equation df1 = k – 1 = 2 – 1 = 1, df2 = n – k = 100 – 2 = 98 = 3.94 (n = number of respondents, k = number of independent variables + dependent variable). As shown in table 9 below:

Table 9. F . Test Results

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	475,143	2	237.572	28,906	,000 [b]
	Residual	797,217	97	8,219		
	Total	1272,360	99			

a. Dependent Variable: buying interest

b. Predictors: (Constant), Product quality , packaging

Source: Primary Data Processing Results

As shown in table 9, the results of the ANOVA or f test are obtained from the calculated f value of 28.906, this value is greater than f table 3.94 with a probability of 0.000. Because the probability value is much smaller than 0.05, the regression model can be used to predict consumer buying interest or it can be said that the variables of packaging and product quality together have a positive and significant effect on consumer buying interest. So it can be concluded that Ha is accepted and Ho is rejected. This shows that the independent variable packaging (X1) and Product Quality (X2) have a positive and significant (simultaneous) effect on the dependent variable of Consumer Buying Interest (Y).

3. Coefficient of Determination Test (R2)

The coefficient of determination test aims to calculate the magnitude of the influence of the independent variable on the dependent variable. The higher the value of R2, the greater the value of the proportion of the total variation of the dependent variable that can be explained by the independent variable.

Table 10. Coefficient of Determination Test Results (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,611 [a]	,373	,361	2,867

a. Predictors: (Constant), packaging , product quality

b. Dependent Variable: buying interest

Source: Primary Data Processing Results

Referring to table 10 , the coefficient of determination (R2) is 0.373 (37.3%), meaning that the magnitude of the influence of the packaging variable (X1) and product quality (X2) on consumer buying interest (Y) is 37.3% and the rest of 62.7% influenced by other variables that were not proposed in this

study.

4. 5 Discussion of Research Results

The results of this study based on data and analyzes that have been carried out by researchers can be described as follows:

1. validity and reliability test, and from the results of the data it can be seen that the existing data are valid and reliable, that's because the results of processing the validity test data r count is greater than r table (0.1954) and the value of Cronbach's alpha is greater than reliability criteria/cronbach's standard (0.6) that has been determined.
2. Normality test, which is to find out whether the data is normally distributed or not. From the processed data, it can be seen from the normality test results on the histogram graph showing that the data is normal, and the normal probability plot graph shows that the data is normal because the data spreads around the diagonal line, it can also be seen in the Kolmogrov-Smirnov table the results of asymp. Sig. (2 tailed) that is (0.001), this can be said to be normal because it is greater than the predetermined criteria (0.05)
3. Heteroscedasticity test, in this test to find out whether there is a deviation in the model due to different variance between observations from one observation to another. and from the results of this heteroscedasticity test research does not pay attention to the existence of heteroscedasticity problems this is because the points spread above and below the number (0) on the (Y) axis.
4. Multicollinearity test, which is used to determine whether the independent variables in the regression equation are not correlated with each other. The results of this multicollinearity test do not show any multicollinearity problems, that's because the tolerance value (1,000) is greater than (0,1) and the VIF value (1,000) is less than (10).
5. regression analysis, basically this analysis is used to determine whether or not there is an effect of the independent variable on the dependent variable. In the SPSS processing test, the results of the equation Y = (-6.642) + 0.260X1 + 0.965X2 +e, a positive regression coefficient value means that the independent variable has a large enough effect on the dependent variable.

5. Conclusion

Based on the results of research that has been carried out by researchers, it can be concluded that:

1. Based on the results of data processing in multiple linear regression analysis, the constant value is - 2,941 which means that if it is constant then consumer buying interest will decrease and must improve packaging quality (X1) and product quality (X2) so that consumer buying interest is maintained properly. The regression coefficient for the

packaging variable (X1) is 0.260, meaning that for every 1 % additional packaging, the consumer's buying interest will increase by 0.260. The product quality variable (X2) is 0.965, meaning that for every 1% additional product quality, then consumer buying interest will increase by 0.965 .

2. Based on the results of hypothesis testing using t test (partial) it is known that the packaging variable (X1) has a positive and significant effect on consumer buying interest, as evidenced by a significant level of 0.025 which is smaller than 0.05 (sig. 0.000 <0.05) and t count of 2.277 which is greater than T table 1.98447 (t count 2.277 > t table 1.98447). While the product quality variable (X2) also has a positive and significant effect on consumer buying interest , as evidenced by a significant level of 0.000 which is smaller than 0.05 (sig. 0.000 <0.05) and a t count of 6.553 which is greater than T table 1.98447 (t count 6.553 > t table 1.98447). So Ha is accepted, Ho is rejected. If the packaging variable is increased, the consumer's buying interest will increase by 2.277 and if the product quality variable is increased, the consumer's buying interest will increase by 6.553.
3. Based on the hypothesis test using the F (simultaneous) test, it shows that there is a simultaneous influence between the packaging and quality variables on consumer buying interest in Indomie Brand Instant Noodles in Sedayulawas Brondong Lamongan, as evidenced by a significant level of 0.000 below 0.05, and f count of (28.906) > f table (3.94), it is concluded that Ha is accepted and Ho is rejected. It is also seen in the coefficient of determination (R2) of 37.3% while the remaining 62.7% is influenced by other independent variables that are not proposed by the researcher.

6. Research Implications and Limitations

Factually refers to the experience experienced by researchers directly, the implications can be described as follows:

1. The theoretical implication, Bresrin in Alma (2007) states that packaging (wrapper) is not only a service but also as a salesman and a carrier of trust, where a package (wrapper) is the vision of a trusted consumer. Packaging gives a brief impression of a product that the manufacturer wants to convey because it is an important part of good marketing and sales. Furthermore, Prawiro (2020) provides information that Quality (Quality) is the level of good or bad or level or degree. The term quality is widely used in business, engineering and manufacturing related to techniques and concepts to improve the quality of products or services produced. Quality is a unique thing because of its dynamic, relative, different nature, and wide scope. Packaging and product quality are one of the reasons for buying Indomie brand instant noodles. A consumer will buy a product by paying close attention to the aesthetic level of the packaging and the quality of the product contained in the product. This study shows that packaging and product quality have a positive and significant effect on consumer buying interest in Indomie Instant Noodles in Sedayulawas

Lamongan.

2. Practical implications The results of this study can be used as material for consideration and input for the general public who have seen, bought and consumed Indomie brand instant noodles. That consumers must be more careful and thorough to pay attention to the ethics and aesthetics of packaging and the quality of the products to be purchased and consumed, not only instant noodles of the Indomie brand but other brands of instant noodles.

The limitations of this study can be described as follows:

1. In determining the variables of this study, it is almost the same as research that has been carried out by previous researchers, without much opportunity to examine it more closely.
2. Many factors influence research, one of which is that respondents sometimes do not show their true opinions, this happens because sometimes there are differences in thoughts, assumptions and different understandings of each respondent, as well as other factors such as honesty in filling out questionnaires.

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