

Influence of WOM Communication, Packaging Design, and Brand Image on Interest Buying (Study case of consumers Raja Pisang Keju Arjuna Surabaya)

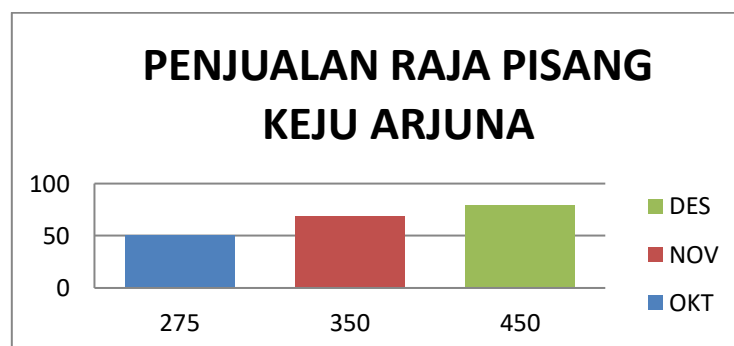
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Abstract. This study aims to determine the effect of word of mouth communication, packaging design, and brand image on consumers interest buying of Raja Pisang Keju Arjuna Surabaya. This study includes a quantitative type of research. The population of this study are Raja Pisang Keju Arjuna Surabaya consumers using accidental sampling techniques. This study used a questionnaire with 100 respondents. The analysis technique used was multiple linear regression analysis using the SPSS version 18.0 program. The results of this study indicate that word of mouth communication has no significant effect on buying interest with a coefficient (1,060) with a significance value (0,292), packaging design has a significant effect on buying interest with a coefficient (4,771) significance value (0,000). but simultaneously the influence of word of mouth communication, packaging design, and brand image have a significant effect on the buying interest of Raja Pisang Keju Arjuna consumers'. Its hoped that Raja Pisang Keju Arjuna will maintain a good brain image and improve packaging designs that are more innovative and attractive while strengthen communication by word of mouth so that customers will continue visit and buy Raja Pisang Keju Arjuna products.

Keywords : Words of mouth communication, packaging design, brand image, and interest buying

I PRELIMINARY

The development of the culinary business in the country in recent years has been increasing, armed with a large population plus a sharp middle class, Indonesia has become a potential market for attractiveness. Interestingly, the culinary industry market is not dominated by small and medium scale players. Some large companies even "The culinary business players in Indonesia are increasingly diverse, full and crowded," said Hendy Setiono, owner and President Director of Baba Rafi Enterprise. In 2013, the added value of the culinary industry reached Rp. 208.63 bilion This amount accounted for 32.5% of the GDP of the creative economy sector which amounted to Rp 641.8 bilion. However, Hendy said, there were many new players in the culinary business in every new outlet. (source: TRIBUNNEWS.COM). In the business of MSMEs, many people are also involved. Both from the surrounding community and also Indonesian artists are also interested in this business.



In the graph above, it shows that the business of "Raja Pisang Keju Arjuna Surabaya" said that there were sales in October, November, and December 2018. Shows that sales experienced a significant ups and downs. In October showed sales in 1 month sold 275 pcs, 50 people. November showed sales in 1 month sold 350 pcs, 68 people. And in December showed sales in 1 month sold 450 pcs, 79 people. Word of Mouth (WOM) is an activity in which consumers provide information about a brand or product to other consumers (Ratna Dwi Kartika Sari, 2012 Faculty Member of International Marketing) According to Sumardy, Silvana, and Melone (2011) Word of Mouth is an activity marketing carried out by a brand so that consumers discuss, promote, and want to sell the company's brand to others. Packaging is a creative design that links shape, structure, material, color, image, typography, and design elements with product information so that the product can marketed. Packaging is used to wrap, protect, send, issue, store, identify and differentiate a product on the market (Klimchuck and Krasovec, 2006: 33). Schiffman and Kanuk (2007) brand image is a set of associations that hold a brand in mind or consumer memory. According to Tjiptono (2003) buying interest is the stage of respondents' tendency to act resentfully um the buying decision is really carried out. According to Chinomona et.al. (2013), buying interest is the possibility that consumers will buy a product or service, buying interest can arise when someone has enough information about the desired product or service.

2 RESEARCH PURPOSES

1. To find out the effect of word of mouth communication on the buying interest of king consumers of Raja Pisang Keju Arjuna.
2. To find out the effect of packaging design on the buying interest of king consumers of Raja Pisang Keju Arjuna
3. To determine the effect of brand image on the buying interest of king consumers of Raja Pisang Keju Arjuna Surabaya.
4. To find out the effect of word of mouth communication, packaging design, and brand image on the buying interest of king consumers of Raja Pisang Keju Arjuna.

Based on the description above, the hypothesis in this study can be formulated as follows:

H1: Word of mouth communication (X1) has a significant effect on buying interest (Y)

H2: Packaging design (X2) has a significant effect on buying interest (Y)

H3: Brand image (X3) has a significant effect on buying interest (Y)

H4: Word of mouth communication (X1), Packaging design (X2), and Brand image (X3) towards buying interest (Y)

3 RESEARCH METHODOLOGY

1. Population and Samples

The population in this study was the consumers of Raja Pisang Keju Arjuna Surabaya. This study used a sample of 100 respondents using accidental sampling. Accidental sampling was a non-probability sampling technique where the selected subjects had convenient access and their closeness to research.

2. Operational definition

a) Word of mouth communication

Word of Mouth (WOM) is an activity where consumers will provide information about a brand or product to other consumers (Ratna Dwi Kartika Sari, 2012 Faculty Member of International Marketing) According to Sumardy, Silvana, and Melone (2011) Word of Mouth is an activity marketing carried out by a brand so that consumers can discuss, promote, and want to sell the company's brand to others. The indicators used are:

- 1) Consumer Will
- 2) Product Recommendations
- 3) Encouragement
- 4) Trust

b) Packaging Design

Packaging is a creative design that relates shape, structure, material, color, image, and design elements to

product information so that the product can be marketed. Packaging is used to wrap, protect, send, issue, store, identify and distinguish a product on the market. (Klimchuck and Krasovec, 2006: 33). The indicators used are:

- 1) Graphic design
- 2) Design Structure
- 3) Product Information
- 4) Color Composition

c) Brand Image

Brand image is the overall perception of the brand and the form of information and past experience of the brand. The indicators used are:

- 1) Recognition
- 2) Reputation
- 3) Affinity
- 4) Domain

d) Interest Buying

According to Tjiptono (2003) buying interest is the stage of the respondents' tendency to act before the buying decision is truly carried out. According to Chinomona et.al. (2013), buying interest is the possibility that consumers will buy a product or service, buying interest can arise when someone has enough information about the desired product or service. The indicators used are:

- 1) Attention
- 2) Interest
- 3) Desire
- 4) Action

ANALYSIS

Analysis of Multiple Linear Regression

Multiple linear regression analysis intends to predict how the condition or up and down of the dependent variable, if two or more independent variables as a rising factor of the predicator decrease its value. So multiple linear regression will be done if the number of independent variables is at least 2. The mathematical formulas of multiple linear used in this study are:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Information :

- Y = Interest Buying
a = Konstanta
b₁, b₂, b₃ = Regression Coefficient
X₁ = Word of Mouth Communication
X₂ = Packaging Design
X₃ = Brand Image
e = error disturbances

4 RESULTS AND DISCUSSION

1. Hypothesis Testing and Discussion

These results indicate that testing reliability and validity and the classic assumption test of the regression model are free from multicollinearity, heteroscedasticity, and normality problems. Thus the regression model can be used in testing the hypothesis in this study.

table 1. Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.963	16

The data of this study have cronbach's alpha 0.963 and are above 0.60, so the data of this study can be declared reliable and reliable

Tabel 2. Result Validity Test

No.	Indikator/Variabel	Korelasi	R tabel	Keterangan
	Komunikasi dari mulut ke mulut (WOM)			
1.	X1.1	0,847	0,1654	VALID
2.	X1.2	0,624	0,1654	VALID
3.	X1.3	0,856	0,1654	VALID
4.	X1.4	0,815	0,1654	VALID
	Desain Kemasan			
1.	X2.1	0,759	0,1654	VALID
2.	X2.2	0,782	0,1654	VALID
3.	X2.3	0,853	0,1654	VALID
4.	X2.4	0,731	0,1654	VALID
	Citra Merek			
1.	X3.1	0,852	0,1654	VALID
2.	X3.2	0,701	0,1654	VALID
3.	X3.3	0,854	0,1654	VALID
4.	X3.4	0,832	0,1654	VALID
	Minat Beli			
1.	Y1	0,587	0,1654	VALID
2.	Y2	0,776	0,1654	VALID
3.	Y3	0,847	0,1654	VALID
4.	Y4	0,871	0,1654	VALID

Validity test shows that all indicators used to measure word of mouth communication variables (X1), packaging design (X2), and brand image (X3), and purchasing intention (Y) used in this study have correlation coefficients or rcounts greater than $r_{table} = 0.1654$ (r_{table} value for $n = 100$). So that all these indicators are valid.

Tabel 3. Determination Coefficient Test R and adjusted R square

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.903 ^a	.815	.809	.35033
dimension0				

a. Predictors: (Constant), X3, X1, X2

Based on the table beside the coefficient value of $R > 0.5$ which is equal to 0.903. This means that word of mouth communication variables (X1), packaging design (X2), and brand image (X3), have a significant effect on interest buying (Y). Adjusted R Square results are 0.815 which shows that word of mouth communication variables (X1), packaging design (X2), brand image (X3), have an effect of 68.1% on interest buying (Y). And the remaining 18.5% is influenced by other variables not examined in this study.

Hypothesis testing

Tabel 4. Test F (Simultaneous)

ANOVA ^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	51.863	3	17.288	140.859	.000 ^a
	Residual	11.782	96	.123		
	Total	63.646	99			

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Based on the table above, if a significance value of less than 0.05 is stated as significant. Or if F count = 140.859 larger than F table also was significant. While the F table obtained is equal to 1.98. Thus F count 140,589 > F table 1.98. So it can be concluded that word of mouth Communication (X1), Packaging Design (X2), and Brand Image (X3) simultaneously have a significant effect on Interest Buying (Y) on Raja Pisang Keju Arjuna in Surabaya.

Tabel 5. Test t (Parsial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.247	.148		1.670	.098
	X1	.099	.094	.094	1.060	.292
	X2	.281	.112	.278	2.512	.014
	X3	.546	.114	.558	4.771	.000

a. Dependent Variable: Y

It shows that the value of mouth to mouth communication variable (X1) is 1,060, the Packaging Design variable (X2) is 2,512, and the Brand Image (X3) is 4,771.

Tabel 6. Double Linear Regretion Analysis

Keterangan	B	t hitung	t tabel	Sig
Konstanta	0,247			
Komunikasi WOM	0,99	1,060	1,98	0,292
Desain Kemasan	0,281	2,512	1,98	0,014
Citra Merek	0,546	4,771	1,98	0,000
R				0,903
R square				0,815
R adjusted				0,809
F hitung				140,859
F tabel				1,98
Sig				0,000
Df				99
SEE				0,350

Regression equation models that can be explain from these result in the form of standart regression equation forms are as follows:

$$YR = 1,98 + 0,99 X1 + 0,281 X2 + 0,546 X3 \pm 0,693$$

$$YR_{max} = (1,98 + 0,693) + 0,99 X1 + 0,281 X2 + 0,546 X3$$

$$YR_{min} = (1,98 - 0,693) + 0,99 X1 + 0,281 X2 + 0,546 X3$$

Tabel 7. Result Coefficient Correlation

Coefficient Correlations^a

Model		X3	X1	X2	
1	Correlations	X3	1.000	-.416	-.681
		X1	-.416	1.000	-.276
		X2	-.681	-.276	1.000
	Covariances	X3	.013	-.004	-.009
		X1	-.004	.009	-.003
		X2	-.009	-.003	.013

a. Dependent Variable: Y

Based on the table above, it shows that X3 to X1 = 0.416 below 0.5 then stated (not correlated), X2 to X3 = 0.68 above 0.5 then stated (correlated). X2 to X1 = 0.276 below 0.5 then stated (not correlated).

Classic assumption test

Tabel 7. Multicollinearity Test

Variable	Tolerance	VIF	Remaks
Word of Mouth Communication(X1)	0,243	4,119	not experience multicollinearity
Packaging Design (X2)	0,158	6,349	not experience multicollinearity
Brand Image (X3)	0,141	7,095	not experience multicollinearity

Based on the table above it can be seen that the regression model does not experience multicollinearity. This can be seen in the tolerance value of each independent variable greater than 0.1. The VIF calculation

results also show that the VIF value of each independent variable is less than 10. So it can be concluded that there is no multicollinearity between independent variables in the regression model.

Tabel 8. Heteroscedasticity Test

Variable	t hitung	Sig	Remaks
Word of Mouth Communication (X1)	1,981	0,50	no interference with heteroscedasticity
Packaging Design (X2)	1,456	0,149	no interference with heteroscedasticity
Brand Image (X3)	0,157	0,876	no interference with heteroscedasticity

Based on the table above seen in the table of significance. If the sig value is greater than 0.05, it means there is no heteroscedasticity. In this study, it can be seen in the significance column, which is the result of the sig value above 0.05 and stated that there is no interference with heteroscedasticity.

Tabel 9. Spearman Test (Heteroscedasticity)

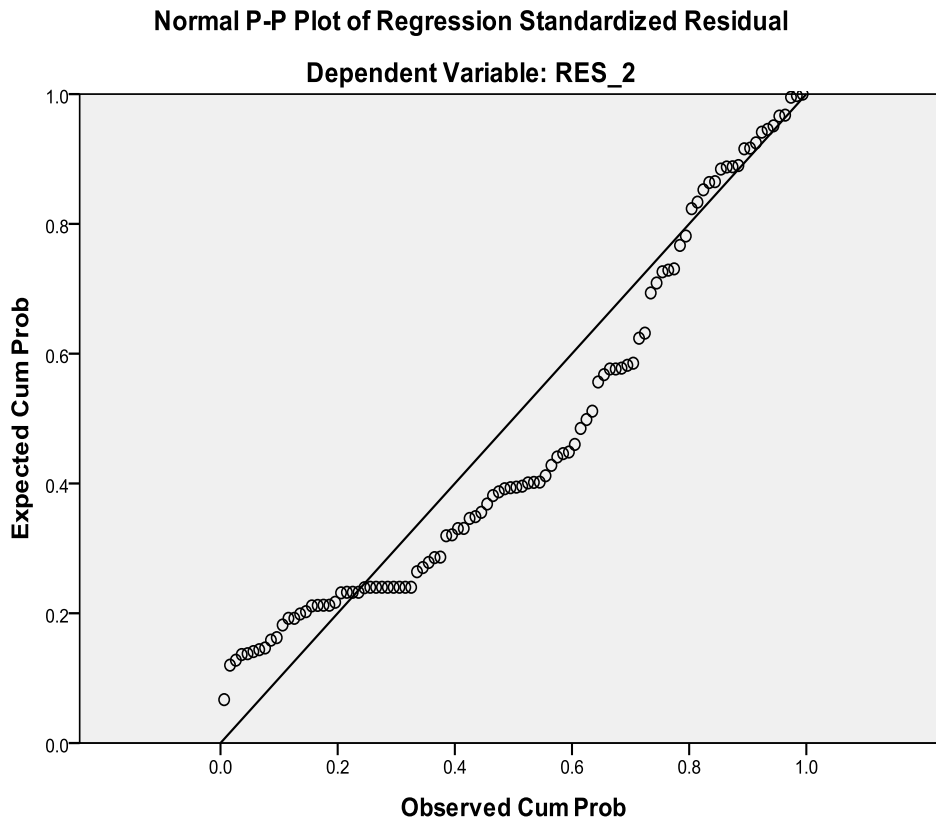
Correlations

			RES_2	X1	X2	X3
Spearman's rho	RES_2	Correlation Coefficient	1.000	.093	.025	.029
		Sig. (2-tailed)	.	.358	.808	.776
		N	100	100	100	100
	X1	Correlation Coefficient	.093	1.000	.795**	.855**
		Sig. (2-tailed)	.358	.	.000	.000
		N	100	100	100	100
	X2	Correlation Coefficient	.025	.795**	1.000	.890**
		Sig. (2-tailed)	.808	.000	.	.000
		N	100	100	100	100
	X3	Correlation Coefficient	.029	.855**	.890**	1.000
		Sig. (2-tailed)	.776	.000	.000	.
		N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the table above, to test heteroscedasticity using the spearman test. Which is where if the sig value must be greater than 0.05 then heteroscedasticity does not occur. And the results of this research test from communication word of mouth (X1) sig value is 0.358, packaging design (X2) sig value is 0.808, and brand image (X3) sig value is 0.776. And the results of data processing show above 0.05, it is stated that there is no heteroscedasticity.

Tabel 10. Normality Test



Based on the picture above, it can be seen that the normal probability plot of regression is a normal graph pattern. This is seen from the points that spread around the diagonal line, so it is stated that the regression model is feasible because it meets the normal assumptions.

DISCUSSION OF RESEARCH RESULT

1. Testing the effect of word of mouth communication on buying interest

The test results obtained by t value calculated for word of mouth communication variable on buying interest shows the value of t arithmetic = 1.060 <from t table 1.98 with a significance of 0.292> 0.05 which means that word of mouth communication partially does not significantly influence interest in buying.

2. Testing the Effect of Packaging Design on Buying Interests

The test results obtained by the value of t arithmetic for packaging design variables on buying interest shows the value of t count = 2.512 > from t table 1.98 with a significance of 0.01 <0.05, which means packaging design partially has a significant effect on buying interest.

3. Testing the Effect of Brand Image on Buying Interests

The test results obtained by the value of t arithmetic for the brand image variable against buying interest shows the value of t count = 4.771 > from t table 1.98 with a significance of 0,000 <0.05, which means that the brand image partially has a significant effect on buying interest.

STUDY

This study aims to determine the effect of word of mouth communication, packaging design, and brand image significantly influence buying interest both partially and simultaneously. The results of this study

indicate that testing the classical assumptions of the regression model has been freed from the problems of multicollinearity, heteroscedasticity and normality, so that this regression model can be used in testing the hypothesis in this study.

1. Word of mouth communication (X1) does not have a partial effect on buying interest (Y). Where the significance value of $X1 = 0.292 > 0.05$. This is believed by the buying interest of customers who disagree, because without having to use communication from mouth to mouth the customers of Raja Pisang Arjuna Surabaya still have a lot of interest, because they can go through social media to see the business. And also can order through the online-based transportation application (go-food).
2. Packaging Design (X2) has a partial effect on buying interest (Y). Where the significance value of $X2 = 0.01 < 0.05$. This is believed by the buying interest of customers who agree that Raja Pisang Arjuna Surabaya's products have an influence on packaging design.
3. Brand Image (X3) has a partial influence on buying interest (Y). Where the significance value of $X3 = 0.00 < 0.05$. This is believed by the buying interest of the customers who agree that the business of Surabaya's Banana Banana Arjuna Cheese has an influence on brand image (X2), and Brand Image (X3) has a simultaneous effect on buying interest (Y) with a significance value smaller than 0.05 that is equal to 0,000.

5 CONCLUSIONS AND RECOMMENDATIONS

Conclusion:

1. Word of mouth communication (X1) does not have a partial effect on buying interest (Y). Where the significance value of $X1 = 0.292 > 0.05$.
2. Packaging Design (X2) has a partial effect on buying interest (Y). Where the significance value of $X2 = 0.01 < 0.05$.
3. Brand Image (X3) has a partial effect on buying interest (Y). Where the significance value of $X3 = 0.00 < 0.05$.

Recommendations:

1. For Researchers

Hoped that the next researcher could study and understand the insignificant variables above more in depth for the development of science and to complement previous research.

2. For Companies

It is hoped that the Raja Pisang Keju Arjuna Surabaya will maintain their good brand image and improve packaging designs that are more innovative and attractive while strengthen communication by word of mouth so that customers will continue visit and buy Raja Pisang Keju Arjuna products.

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