

The Influence of Brand Awareness, Packaging Design and Word of Mouth on Purchase Intention

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Abstract—This research has a purpose to determine the effect of brand awareness, design packaging and word of mouth on costumer purchase intention. The population in this research is that consumers Mie Ufo in LSI Daan Mogot Jakarta. The sample of this research is 120 Mie Ufo consumer and the sampling technique used was convenience sample and Methods of data collection using questionnaires. The method used in this study is Partial Least Square using Smart PLS 3.0 software. The results show that: 1) Brand awareness does not have a significant effect on purchase intention. 2) Packaging Design has a significant effect on purchase intention. 3) Word of Mouth has no significant effect on purchase intention.

Keywords: brand awareness, design packaging, word of mouth, purchase intention

I. INTRODUCTION

In the competition of the food industry in Indonesia currently promising a new opportunity and challenge where a market segment owned by a company can spread widely, this situation results in increasingly strong business competition. Many companies compete to attract the attention of consumers from competitors to maintain and enhance the company's image. Purchase intention is a model of a person's attitude towards objects of goods which is very suitable in measuring attitudes towards a certain class of products, services or brands [1].

Based on data compiled by the World Instant Noodles Association (WINA), total instant consumption in Indonesia is estimated to reach 14.8 billion packs in 2016. This figure is up from the previous year's consumption of 13.2 billion packs. Also, in 2017 it is projected to again increase to 16 billion packs.



Fig. 1. Consumption of instant noodles in Indonesia.

In figure 1. it explains that the total consumption of instant noodles in Indonesia in 2016 was at the level of 14.8 billion, in 2017 it was at 16 billion. This proves that consumers are increasingly aware of the importance of food, especially in supporting needs in human life. So that it causes the intention in buying instant noodles can turn up to meet their daily needs.

TABLE I. TOP TEN NOODLE CUPS IN 2017

Rank	Noodle Brand
1	Nissin Cup Noodles Gourmet Sabor A Caldo De Camaron - Mexico
2	MyKuali Penang Hokkien Prawn Noodle Authentic Taste - Malaysia
3	Mamee Chef Curry Laksa Flavor - Malaysia
4	MyKuali Penang Red Tom Yum Goong Noodle Authentic Taste - Malaysia
5	MAMA Instant Cup Noodles Sea Pad Kee Mao Flavor - Thailand
6	Nissin Cup Noodle Light + Bagna Cauda - Japan
7	Mamee Chef Lontong Flavor - Malaysia
8	Nissin Soba Nudeln Mit Yakisoba Sauce Yakitori Chicken - German
9	Nissin Nupasta Carbonara Instant Noodle Flavor - Hong Kong
10	Mamee Mie Goreng Indonesia Spicy Sambal Flavor - Malaysia

Source: <http://www.theramenrater.com> (2017)

Table 1 explained that many countries in the world produce instant noodles with a variety of flavors and types of noodles. Over the years, The Ramen Rater is looking for the best instant noodles in the world. Some brands have survived and some new brands have entered the list of the best instant noodles. Most of the instant noodles are produced by countries in Asia.

TABLE II. SALES DATA OF NISSIN UFO INSTANT NOODLE CUP

Month/Year	Nissin Ufo Instant Noodle Big Portion Saus Jepang Cup 100G	Nissin Ufo Instant Noodle Big Portion Kari Pedas Cup 100G
November 2017	106PCS	106PCS
December 2017	73PCS	74PCS
January 2018	136PCS	149PCS
February 2018	28PCS	52PCS

Source: CV.Daan Mogot

Based on table 2 above, it is concluded that the Ufo Noodles in November 2017 - Feb 2018 experience fluctuations in each month. In November 2017-Dec 2017 sales decreased by 33-32 Pcs, in December 2017-Jan 2018 there was an increase in sales by 63-75 Pcs, in January 2018 - February

2018 there was a decrease in sales by 108-97 Pcs. A very large decline in sales occurred in the February 2018 period of around 108-97 Pcs, while a pretty satisfying increase in sales occurred in the January 2018 period of 63-75 Pcs.

Iwan said that based on testing the hypothesis that celebrity endorsers, brand awareness and product prices partially influence consumers' purchase intention towards success noodle brands and the one that has the greatest influence on buying success noodles is brand awareness [2]. Rosandi states that packaging that has a good composition such as color selection, consumers often buy a product because they are interested in an attractive design or form of packaging for a product so that packaging is very effective in encouraging consumers to do a purchase [3]. Word of Mouth was the most influential variable on the purchase intention of students of Padang State University for the IM3 starter card [4]. Based on the results of the study, an initial survey was conducted to identify the factors that influence purchase intention.

TABLE III. PRE SURVEY

No	Statements	Yes	No
1	Do you know the Ufo Noodle products	20	2
2	I can immediately recognize Mie Ufo products just by looking at symbols, logos, and other attributes.	19	3
3	I am interested because of the unique Ufo Noodle product design	18	4
4	I'm interested because the flavor variant of Ufo Noodles is more interesting	12	10
5	I am interested because of the famous brand Ufo Noodle products	6	12
6	I am interested because of recommendations from friends/others	17	5

The problems in this study are: (1) Does Brand Awareness affect consumer purchase intention; (2) Does the packaging design affect consumer purchase intention; (3) Does Word of Mouth influence consumer purchase intention.

The objectives of this study are: (1) To identify the effect of Brand Awareness on consumer purchase intention; (2) To identify the effect of Packaging Design on consumer purchase intention; (3) To identify the effect of Word of Mouth on consumer purchase intention.

II. LITERATURE REVIEW

A. Consumer Behavior

Consumer behavior is an action that is directly involved in the acquisition, consumption, and finishing of the product/service, including the process that precedes and follows this action [5].

B. Factors Affecting Consumer Behavior

Consumer behavior is strongly influenced by the circumstances and situations of the layers of society in which it was born and developed. This means consumers from different walks of life or the environment will have different assessments, needs, opinions, attitudes, and tastes, so decision making in the purchasing stage will be influenced by several

factors. Factors that influence consumer behavior [6] consist of: (a) Cultural Factors; (b) Social Factors; (c) Personal Factors; (d) Psychological factors

C. Purchase Intention

Purchase intention is something personal and related to attitude, individuals who intend to an object will have the strength or drive to perform a series of behaviors to approach or obtain the object [7].

D. Brand Awareness

Brand awareness is the first step to building a product brand. Brand awareness is the ability of consumers to identify brands under different conditions, as reflected by their brand recognition or remembrance achievement [8] taken into consideration various alternative decision making. Consumers can quickly remember the logo or symbol of a particular brand. The consumer has no difficulty imagining a particular brand in his mind

E. Packaging Design

The packaging is one of the keys in maintaining product quality [9], "packaging involves designing and producing the container or wrapper for a product" which means, packaging involves designing and producing activities, to protect the product.

F. Word of Mouth

Word of mouth is a communication process obtained by a person or group about a product [10]. It can be trusted to use word of mouth because the source of communication is friends or family who certainly doesn't get an imbalance from the company.

The invitation is the willingness of consumers to invite others to use the products they have consumed.

G. The Relationship between Brand Awareness and Buying Intention

According to brand awareness or brand awareness is the first step to building a product brand. Brand awareness is a different solution [8]. Brand awareness shows consumer knowledge of the existence of a brand.

Brand Awareness plays a significant role in purchase intention and the higher the consumer awareness of a brand, the higher the purchase intention can be received [2].

H. Relationship of Packaging Design with Purchase Intention

Lidyasuwanti et al., states that packaging shows a significant positive effect on consumer purchase intention and is made the first hypothesis that this is increasingly attractive packaging so that the higher the relationship with purchase intention [11].

I. The Relationship between Word of Mouth and Buying Intention

Word of Mouth has a significant and positive influence on purchase intention, Word of Mouth communication can affect a variety of conditions, namely awareness, hopes, perceptions, attitudes, desire to try, and relationships [4]. Meanwhile, whichever is here is about consumers in making purchasing decisions that start from consumer purchase intention in a product for services.

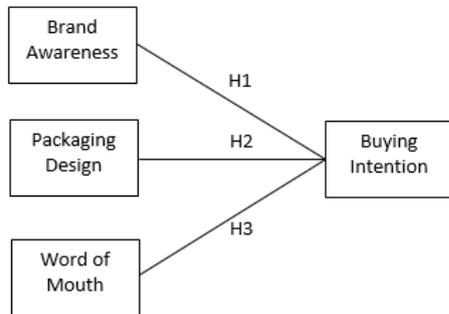


Fig. 2. Conceptual framework.

III. RESEARCH METHODS

In this study, the study time referred to is the period needed to complete this research and this study examines the effect of Brand Awareness, Packaging Design and Word of Mouth on Interest in Buying Ufo Noodles. The research process begins with data collection, data processing, and writing report results, to the presentation of results as a whole. The period is from March to December 2018.

The place of this research was conducted in the LSI Daan Mogot area of West Jakarta, and the research object used by researchers was consumers of Mie Ufo.

The research design used by the author is causal analysis, which is a study that seeks to observe the reasons for the occurrence of a phenomenon under study Rosiana [12].

In this study, the population is consumers Ufo Noodles, and in this case, the number is not known in detail

Sampling conducted in this study is nonprobability sampling with convenience sample technique. a convenience sample is a sampling technique based on convenience.

According to Ferdinand if the sample size is too large then the model becomes very sensitive so it is difficult to get good goodness of fit [13]. For this reason, it is recommended that the sample size be 5-10 times the number of manifest variables (indicators) of all latent variables. In this study, the number of research indicators was 24 so that the minimum number of samples was 5 times the number of indicators or as many as 5 x 24 = 120 and the maximum sample was 10 x 23 = 230. So this study used a 5 x 23 sample = 115.

A. Data Collection Technique

The method of collecting data in this study is to use a questionnaire. The questionnaire is a data collection technique that is done by giving a set of questions or written statements addressed to respondents to be answered [14]. The distribution of questionnaires was done by random sampling, which is a randomly chosen sampling technique. Distribution of questionnaires is done by distributing directly to respondents containing statements and filled directly by respondents.

The data used in the study are divided into 2 types of data, namely primary data and secondary data. Where the two types of data will be used further as data processing to answer the problems and objectives in this study.

B. Analysis Method

Data analysis method in this research uses component or variance-based structural modeling wherein processing data it uses the Partial Least Modeling (Smart-PLS) version 3.0 program. PLS (Partial Least Square) is an alternative model of covariance predictive based SEM.

IV. RESULTS AND DISCUSSION

The respondent data can be explained that the majority of buyers of Ufo Noodles are Women, amounting to 79 people or 65.83% and the rest are Men, amounting to 41 people or 34.17%. It can be seen that the highest number of respondents who filled in the questionnaire was female.

Based on the age data it can be explained that the majority of buyers of Mie Ufo have ages 15 to 21 years which is equal to 73.33%. Then followed by ages 22 to 35 years which is equal to 22.50% and at the age of 36 and above that is equal to 4.17.

Based on the characteristics of the type of work it can be explained that most buyers of Ufo Noodles in the last education group are 85 students or 70.83%, self employed 9 people or 7.50%, civil servants 0 or 0.00%, private employees 22 people or 18.33% and others- others 2 people or 2%

A. Descriptive Respondents' Answers

Descriptive statistics are statistics used to analyze data that have been collected as is or are original without intending to make general conclusions. An overview of research variables such as Merel Awareness, Packaging Design, Word of Mouth and Purchase Intention.

B. Brand Awareness Statistical Test Results

TABLE IV. VARIABLES DESCRIPTIVE OF BRAND AWARENESS

Indicators	Mean	Median	Min	Max	Std. Dev
KM1	2,933	3	1	5	1,146
KM2	2,925	3	1	5	1,205
KM3	2,850	3	1	5	1,123
KM4	2,917	3	1	5	1,152
KM5	2,342	2	1	5	1,129
KM6	2,425	2	1	5	1,108
KM7	2,675	3	1	5	1,081

Source: PLS data processing output

From Table 4 it can be seen that the brand awareness indicator has the lowest value on the KM5 indicator with an average value of 2,342 with the statement "If asked to mention the brand of food products, Ufo Noodle is the first brand that appears in my mind" is an indicator that has the lowest value among others. And the highest average value is on the KM1 indicator of 2,933 with the statement "I can easily remember the logo and the name of Ufo Noodles compared to the others". The highest mean because perceived by score tends to be high by the respondent. This means that respondents consider that the Ufo Noodle Product is easy to remember by its logo and name.

C. Packaging Design Statistics Test Results

TABLE V. VARIABLES DESCRIPTIVES OF PACKAGING DESIGN

Indicators	Mean	Median	Min	Max	Std. Dev
DK1	3,292	3	1	5	1,106
DK2	3,175	3	1	5	1,145
DK3	3,225	3	1	5	1,037
DK4	3,250	3	1	5	1,019
DK5	3,117	3	1	5	1,034
DK6	3,225	3	1	5	1,091
DK7	3,108	3	1	5	1,071
DK8	3,242	3	1	5	1,057
DK9	2,975	3	1	5	1,052
DK10	3,275	3	1	5	1,080

Source: PLS data processing output

From Table 5, it can be seen that the variable indicator Packaging design has the lowest value on the DK7 indicator with an average value of 3,108 with the statement "Ufo Noodle Packaging made of safe ingredients" is an indicator that has the lowest value among others. The highest average value is on the DK1 indicator with the statement "Unique Ufo Noodle Packaging Design". This shows that the respondents perceive UFO noodles to have a unique packaging design.

D. Word of Mouth Statistical Test Results

TABLE VI. VARIABLES DESCRIPTIVE OF WORD OF MOUTH

Indicators	Mean	Median	Min	Max	Std. Dev
DK1	2,967	3	1	5	1,169
DK2	3,300	3	1	5	1,256
DK3	3,000	3	1	5	1,065
DK4	3,100	3	1	5	1,003
DK5	3,550	4	1	5	1,056
DK6	3,223	3	1	5	1,116
DK7	2,967	3	1	5	1,154
DK8	2,858	3	1	5	1,090

Source: PLS data processing output

From Table 6 it can be seen that the indicator for the Word of Mouth variable has the lowest value on the WOM8 indicator with an average value of 2,858 with the statement "I am compelled to buy Ufo Noodles from someone else's invitation" is an indicator that has the lowest value among others. The highest average value is on the WOM5 indicator of 3,550 with the statement "I heard other people's comments before buying" This shows that respondents perceive this Ufo Noodle product by hearing reviews from others about their products.

E. Purchase Intention Statistics Test Results

TABLE VII. VARIABLES DESCRIPTIVE OF BUYING INTENTION

Indicators	Mean	Median	Min	Max	Std. Dev
MB1	3,150	3	1	5	1,145
MB2	3,050	3	1	5	1,015
MB3	3,175	3	1	5	1,022
MB4	3,167	3	1	5	1,003
MB5	2,967	3	1	5	1,169
MB6	3,300	3	1	5	1,256

Source: PLS data processing output

From Table 7 it can be seen that the answers of all respondents showed an indicator of MB 5 with a value of 2,967 with the statement "Ufo Noodles being my choice when buying Instant Noodles" is an indicator that has the lowest value among others. Then the average MB1 with the statement "I am interested in buying UFO Mie products because I know of its existence" with a mean of 3,150, MB2 with the statement "I am interested in buying Ufo Noodle products because the information is easily obtained and accessed" with a mean of 3,050, MB3 with the statement "I will look for information about Ufo Noodles when I will buy them "with a mean 3,175, MB4 with the statement" After considering all aspects, I am interested in buying Ufo Noodles products "with a mean 3,167, MB6 with the statement" I am Willing to Purchase Ufo Noodles "with a mean of 3,300.

F. Measurement Evaluation (Outer Model)

1) *Convergent validity*: Testing convergent validity of each construct indicator, an indicator is said to have good valid if the value is greater than 0.70, while a loading factor of 0.50 to 0.60 can be considered sufficient. Based on these criteria, if there is a loading factor below 0.50, it will be removed or dropped from the model. The results of convergent validity testing in Table 8 and Figure 3, it can be seen that all indicators meet the convergent validity because it has a loading factor value above 0.50.

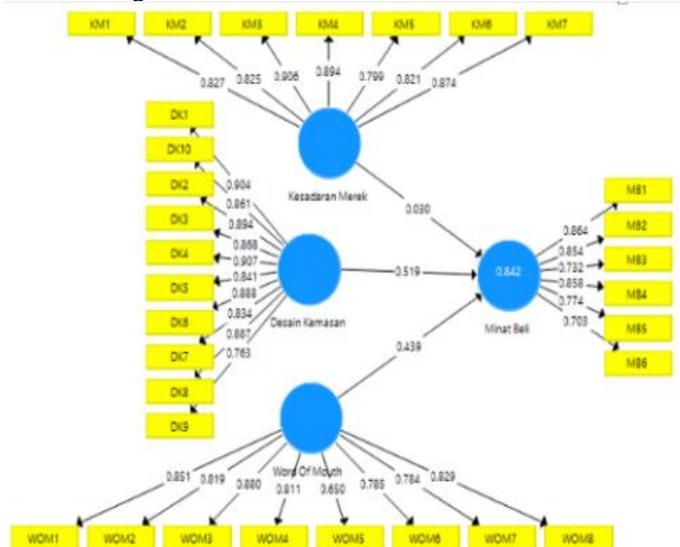


Fig. 3. PLS algorithm results.

TABLE VIII. CONVERGENT VALIDITY TEST RESULTS

Variables	Indicators	Outer Loading	Description
Brand Awareness	KM1	0,827	Valid
	KM2	0,825	Valid
	KM3	0,906	Valid
	KM4	0,894	Valid
	KM5	0,799	Valid
	KM6	0,821	Valid
	KM7	0,874	Valid
Packaging Design	DK1	0,904	Valid
	DK2	0,861	Valid
	DK3	0,894	Valid
	DK4	0,868	Valid
	DK5	0,907	Valid
	DK6	0,841	Valid
	DK7	0,888	Valid
	DK8	0,834	Valid
	DK9	0,887	Valid
	DK10	0,763	Valid
Word of Mouth	WOM1	0,851	Valid
	WOM2	0,819	Valid
	WOM3	0,880	Valid
	WOM4	0,811	Valid
	WOM5	0,650	Valid
	WOM6	0,785	Valid
	WOM7	0,784	Valid
	WOM8	0,829	Valid
Buying Intention	MB1	0,864	Valid
	MB2	0,854	Valid
	MB3	0,732	Valid
	MB4	0,858	Valid
	MB5	0,774	Valid
	MB6	0,703	Valid

Source: PLS data processing output

2) *Discriminant validity*: Discriminant validity testing, measurement models with reflection indicators are assessed based on cross-loading measurements with constructs. The indicator can be declared valid if it has the highest loading factor to the construct to be addressed, which will be compared with the loading factor in other constructs. The discriminant validity test results are obtained as follows:

TABLE IX. VALIDITY DISCRIMINANT TEST (FORNELL LACKER)

Variables	Design Packaging	Brand Awareness	Buying Intention	Word of Mouth
Design Packaging	0,866			
Brand Awareness	0,727	0,850		
Buying Intention	0,866	0,740	0,800	
Word of Mouth	0,743	0,761	0,846	0,804

TABLE X. VALIDITY DISCRIMINANT TEST (FORNELL LACKER) MODIFICATION

Variables	Design Packaging	Brand Awareness	Buying Intention	Word of Mouth
Design Packaging	0,866			
Brand Awareness	0,728	0,850		
Buying Intention	0,809	0,647	0,946	
Word of Mouth	0,745	0,726	0,676	0,825

Source: PLS data processing output

From Table 10 above it can be seen that some loading factor values for each indicator of each latent variable have a

loading factor value that is not the greatest compared to the loading value when connected with other latent variables. This means that each latent variable has good discriminant validity where some latent variables still have gauges that are highly correlated with other constructs.

3) *Average variance extracted*

TABLE XI. AVERAGE VARIANCE EXTRACTED (AVE) TEST RESULT

Variables	Average Variance Extracted (AVE)
Packaging Design	0,749
Brand Awareness	0,723
Buying Intention	0,895

Source: PLS output

From Table 11 above, it can be concluded that the square root of Average Variance Extracted (AVE) for each construct is greater than the correlation between one construct and the other constructs in the model. From the AVE value, the construct in the estimated model meets the discriminant validity criteria.

4) *Composite reliability and cronbach's alpha*: Composite reliability and Cronbach's Alpha testing aims to test the reliability of the instrument in a research model. If all latent variable values have composite reliability and Cronbach's alpha values ≥ 0.7 , it shows that the construct has good reliability or the questionnaire used as a tool in this study is consistent. Here are the composite reliability and Cronbach's Alpha values in the output:

TABLE XII. COMPOSITE RELIABILITY TEST RESULT

Variables	Composite Reliability	Description
Packaging Design	0,968	Reliable
Brand Awareness	0,948	Reliable
Buying Intention	0,944	Reliable
Word of Mouth	0,937	Reliable

Source: PLS Output

Based on Table 12 above, it can be seen that the results of the Composite Reliability test show satisfactory values, namely all latent variables have been reliable because all latent variable values have a composite reliability value ≥ 0.70 . So it can be concluded that the questionnaire used as a research tool has been reliable or consistent.

TABLE XIII. CRONBACH'S ALPHA TEST RESULT

Variables	Composite Reliability	Description
Packaging Design	0,963	Reliable
Brand Awareness	0,936	Reliable
Buying Intention	0,882	Reliable
Word of Mouth	0,922	Reliable

Source: PLS output

Based on Table 13 above shows the Cronbach's alpha value of the variable Packaging Design is 0.963, Brand Awareness 0.936, Word of Mouth 0.922, and purchase intention 0.882. Thus it can be concluded that the statements in this questionnaire are reliable because they have a Cronbach's alpha value ≥ 0.70 in other words that all statements in this study have a good level of reliability and can be used in research analysis.

G. Structural Model or Hypothesis Test (Inner Model)

Testing the inner model is a model development based on theoretical concepts in order to analyze the relationship between exogenous and endogenous variables that have been described in the conceptual framework. Testing of the inner model is done by looking at the R-square value which is a goodness-fit test of the model. Stages of testing that can be done are as follows:

1) *R-square value*: R-square value is a goodness-fit model test. The second test can be seen from the R-square results for endogenous latent variables of 0.67, 0.33, and 0.19 in the structural model indicating that the model is "good", "moderate", and "weak".

TABLE XIV. ENDOGENOUS VARIABLES VALUE

Variables	R-Square (R ²)
Buying Intention	0,669

Source: PLS output

From the above data it can be concluded that the R-Square value of 0.669 which means the variability of Purchase Interest that can be explained by the three variables in the model are Brand Awareness, Packaging Design and Word of Mouth of 66.9% while 33.1% is explained by other variables which are not examined in this model.

2) *Goodness fit model*: The goodness of Fit The structural model in the inner model uses the value of predictive-relevance (Q²). R-square value > 0 which indicates that the model has a predictive relevance value. R-Square value of each endogenous variable in this study can be seen in the following calculations:

Predictive relevance value is obtained by the formula:

$$Q^2 = 1 - (1 - R^2)$$

$$Q^2 = 1 - (1 - 0,669)$$

$$Q^2 = 1 - (0,331)$$

$$Q^2 = 1 - 0,331$$

$$Q^2 = 0,669$$

The calculation results above show the predictive relevance value of 0.669 > 0. This means that 66.9% of the variation in

the Buy Interest variable (dependent variable) is explained by the variables used, thus the model is said to be feasible to have relevant predictive values.

H. Hypothesis Test

The estimated value for the relationship between paths in the structural model must be significant. This significant value is obtained by the bootstrapping procedure. See the significance of the hypothesis by looking at the value of the parameter coefficient and the significance value of t statistics on the bootstrapping report algorithm the significant value of t statistic must be more than 1.96. Then t-table is compared with t-count (t-statistics).

TABLE XV. HYPOTHESIS TEST RESULT

	Original Sample (O)	Sample Mean (M)	Std. Dev (STDEV)	T. Stat (O/SRDEV)	P-Value
DK → MB	0,665	0,645	0,089	7,488	0,000
KM → MB	0,061	0,076	0,118	0,521	0,602
WOM → MB	0,133	0,139	0,093	1,443	0,150

Source: PLS Output

From Table 15 above it can be concluded as follows:

- Brand awareness has no significant effect on purchase intention. Because statistics T > T table (0.521 > 1.96) and the hypothesis is rejected, meaning that if Brand Awareness is considered not good, then it cannot increase consumer purchase intention. Conversely, if Brand Awareness is felt properly, the level of purchase intention will increase.
- The packaging design has no significant effect on purchase intention. Because, statistics T > T table (0.521 > 1.96) means that the Packaging Design is a reference in attracting consumers, so consumers tend to pay attention to packaging design.
- Word of mouth does not affect Buy Interest. Because the statistics T > T table (0.521 > 1.96) means Word of Mouth is not a reference in attracting consumers to buy.

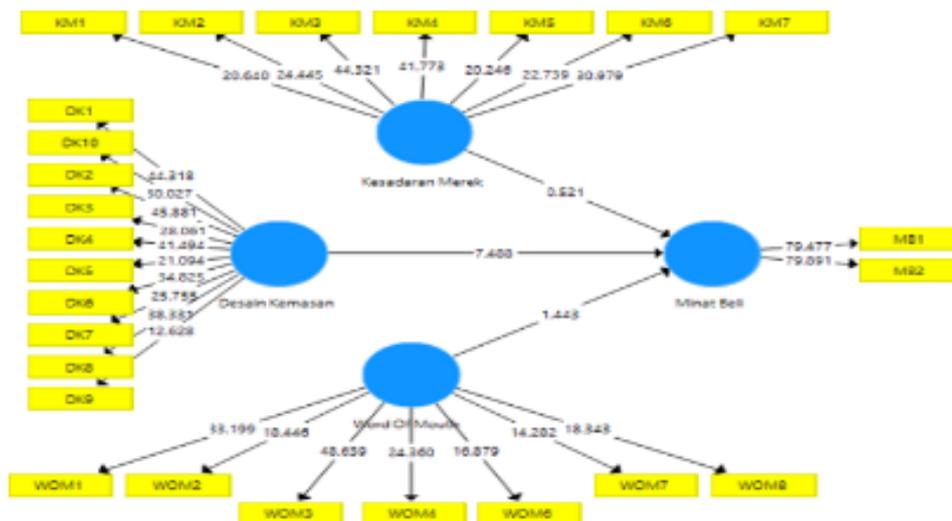


Fig. 4. Bootstrapping result.

V. DISCUSSIONS

A. *The Effect of Brand Awareness on Purchase Intention*

The results of this study indicate that brand awareness has no significant effect on purchase intention because the product is not well known by the public so consumers are not aware of the brand, consumers will tend to buy products with brands they already know compared to products whose brands are still unfamiliar to their ears. Because of the higher the consumer's awareness of a brand, the higher their purchase intention. This shows that the research conducted by researchers is not in line or not in accordance with previous research which states that brand awareness has a significant and positive influence on purchase intention [2].

B. *The Effect of Packaging Design on Purchase Intention*

The results of this study indicate that the packaging design has a significant effect on purchase intention because a good design can attract attention, improve product performance and provide a strong competitive advantage in the target market or higher consumer interest. Unique packaging is difficult to find and this is what often creates curiosity and interest in consumers. When consumers see the packaging of unique food products that have never been met, then the desire to buy them appears. Thus it means that the research is in line with previous researches that packaging design can influence purchase intention [11].

C. *The Effect of Word of Mouth on Buying Intention*

The results of this study indicate that Word of Mouth has no significant effect on purchase intention due to lack of information about the existence and function of the product. Although consumers tell about the products they sell, they have not yet invited and directed them to make purchases so that the promotions carried out by consumers are not too high. So in this case Word of Mouth which is positive or negative can make someone stimulate their purchase intention in a product, the more positive and often the information a person receives from the information provider, the stronger the feeling of wanting to try and own the product being told. This shows the research conducted by researchers is not in line or not in accordance with previous research which states that word of mouth has a significant and positive influence on purchase intention [15].

VI. CONCLUSIONS AND SUGGESTIONS

A. *Conclusions*

Based on the research that has been done, the following conclusions can be obtained:

- Brand awareness does not have a significant effect on consumer purchase intention, Mie Ufo can be seen from the statement of KM5 which has the lowest value, "If Apabali is asked to mention the brand of food products, then UFO noodles are the first brands that appear in my mind"

- Packaging Design has a significant effect on consumer purchase intention UFO noodles because it has a unique packaging design according to DK1 statement.
- Word of Mouth has no significant effect on consumer purchase intention, Ufo Noodles can be seen from the WOM8 statement that has the lowest value, "I am compelled to buy UFO noodles from someone else's invitation".

B. *Suggestions*

Based on the results and discussion that have been explained, then some things that can be used as suggestions are:

1) *The next researcher is expected to add independent variables and add research samples to re-prove the variables in this study.*

2) *For companies, from the results of the study above that the variables that influence:*

- Brand awareness (X1) is recommended to develop its products. Because UFO noodles are a new product, the company has to work extra hard to make the Ufo brand famous in the community. Efforts to improve it can be pursued through efforts to strengthen and introduce their products along with the benefits and nutritional value of Mie Ufo products such as distributing samples/testers and for marketing members of the company more often carry out activities such as bazaars/events in order to introduce Mie Ufo products to the community. This must be done because brand awareness is how companies introduce a brand to consumers so consumers can remember and recognize the brand.
- Packaging Design (X2) is recommended to maintain the quality of packaging colors, logos that are more unique and can be easily recognized by consumers so that consumers are interested in the products offered, the form of packaging that is practical and environmentally friendly in order to increase consumer purchase intention, choose quality packaging materials high so as to increase consumer confidence in terms of product safety, make the right size and convenient packaging according to consumer needs so that it can affect consumer purchase intention.
- Word Of Mouth (X3) is recommended to do promotions more often such as placing advertisements about the types of products to be sold via television, or social media, providing information about product advantages, product benefits and instilling positive information on the buyer, because it can provide added value for the company and encourage consumers to buy the product.

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