

The Influence of Brand Awareness and Product Quality on Purchase Intention of Royale Supreme Brand Laminated Paper at CV. Imperial Indopack East Jakarta

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Abstract

This research determines how much influence brand awareness and product quality have on purchase intention of laminated paper with the Supreme Royale brand at CV. Imperial Indopack, East Jakarta. The research method uses quantitative methods with a sample of 50 respondents. The method is simple random sampling. The results based on the t-test analysis showed that the brand awareness variable (X1) obtained an at-count value of 2.366 > t-table 1.677 or a significance of 0.022 < 0.05 and at-table value of product quality variable (X2) and a value of X2 2.437 > 1.677 or a significance of 0.001 < 0.05. The brand awareness variable has a significant and positive effect partially on the purchase intention variable (Y), and the product quality variable (X2) is partially significant and positive on the purchase intention variable (Y). Meanwhile, the results of the F test show that the independent variables (independent variables), namely brand awareness (X1) and product quality (X2), have a simultaneous influence on the dependent variable (purchase intention) with an F value of 62,678 < F table 3.19 with a significant level of 0,00 > 0.05 so that Ha is accepted and Ho is rejected. Based on multiple linear regression analysis, the model or equation is $Y = 3.605 + 0.447X1 + 0.691X2$.

Keywords

brand awareness; product quality; purchase intention; laminated paper



I. Introduction

One of the most widely used packaging materials today is paper packaging materials. Paper has many advantages, namely cheap, recyclable, and easily degraded. But besides that, the paper also has drawbacks related to its resistance to water. Therefore, so far, form is mainly used for dry packaging products. However, the article has also begun to be developed by providing various treatments when produced, such as being laminated. The paper can package products that are not easy to leak and are oil and water-resistant.

Paper Growth Potential has released data stating that in 2019 the need for paper for packaging continues to grow, and the overall paper market is still increasing, although not as fast as 15-20 years ago. And now e-commerce is advancing in a world where most shipments use boxes as outer packaging. Especially in Asia, apart from China and Japan, the prospect of tissue and packaging growth can still be more than 2%.

Paper packaging products are in high demand. This is because packaging made of paper and cardboard tends to be safer to use, especially for food packaging. The food sector itself contributes significantly to the demand for paper packaging.

The high competition concerns producers because of the increasing number of various products offered. On the one hand, it will impact consumers being unable to remember all the products offered so that only products with distinctive characteristics or powerful brands can be distinguished. And easy for consumers to remember.

A brand is a name, term, sign, symbol, design, or combination that identifies a product or service produced by a company. This identification also differentiates it from the products offered by competing companies. Furthermore, a brand can be defined as an image or personality created by advertising, packaging, branding, and other marketing strategies (Manorek, 2016:663).

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni *et al*, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

CV. Imperial Indopack is a company that produces and distributes laminated paper with the Royale Supreme brand, which is made from food-grade. Food grade is a term to describe “standardization of suitable materials used to produce food utensils.” A material is considered food grade if it does not transfer harmful substances to the food we are about to eat. This standardization aims to maintain food quality. Based on the research results from Ir Ingrid S Surono, MSc, Ph.D., packaging made of food-grade paper is safer for human health. Bringing the concept of packaging made of food-grade will make it easier for companies to promote products different from other paper packaging products. This will influence consumers to choose packaging products with the Royale Supreme brand because they are made from food grade. CV. Imperial Indopack provides sufficient information for consumers; for example, in advertising and promoting products, the interest in products made from food-grade makes consumers prefer to choose packaging paper.

For the packaging industry, players in Indonesia must compete to get the best position chosen by their consumers. Companies must set a strategy on attracting consumers by knowing and fulfilling what the consumer needs are in the hope that these consumers want to buy the products produced by the company. Consumers go through several stages and processes in purchasing these packaging products, such as seeing advertisements or recommendations from other people. After going through these stages, consumers begin to compare one product with another to buy based on their experience and will buy the same product. In facing this competition, customer loyalty is essential for the company. Companies naturally want to retain their customers long-term, even if possible forever.

According to the problems discussed, this study is limited, namely the influence of brand awareness and product quality on the purchase intention of Royale Supreme brand laminated paper at CV. Imperiale Indopack East Jakarta from November 2020 to January 2021. The objectives to be achieved in this study are; 1. To determine how much influence brand awareness has on purchase intention on the Royal Supreme brand laminated paper products, 2. To determine how much influence product quality has on purchase intentions on Royal Supreme brand laminated paper products, and 3. To determine how much brand awareness and product quality jointly affect consumers' purchase intention of the Royal Supreme brand laminated paper products.

II. Review of Literature

2.1 Understanding Brand Awareness

According to Durian (2017: 54), brand awareness is a potential buyer's ability to recognize or recall a brand as part of a specific product category. The more people remember our products, of course, the more sales volume will increase. According to Aaker (2018: 91), there are four levels of brand awareness, namely unaware of the brand, brand recognition, brand recall, top of mind. The following are several levels of brand awareness: 1. Unaware of the brand (not aware of the brand), 2. Brand recognition (brand recognition), 3. Brand recognition (recall of the brand), and 4.

2.2 Definition of Product Quality

According to the American Society in the book Kotler and Keller (2016:156), the notion of product quality is "quality is the totality of features and characteristics of a product or service that bears on its ability to satisfy stated or implied needs." This means product quality is the totality of features and characteristics of a product or service that results in its ability to meet stated or implied needs. Meanwhile, according to Kotler and Armstrong (2015: 253), product quality is the characteristics of a product or service that bears on its ability to satisfy or simply customer needs. This means product quality is a product or service characteristic based on its ability to meet customer needs expressed or implied.

2.3 Definition of Purchase Intention

According to Kotler and Keller (2016: 198), a purchase intention is a form of behavior from consumers who wish to buy or choose a product based on their experience, use, and desire for a product. According to Sukmawati and Suyono, quoted in Pramono (2015: 54), consumers' interest in buying is the resistance before buying a product. According to Tjiptono (2015: 140), consumer buying interest reflects the desire and desire of consumers to buy a product. According to Kotler, translated by Benjamin Molan (2014: 568), he explained that the indicators of interest in AIDA are through the AIDA stimulus mode, namely: 1. Attention, 2. Interest, 3. Desire, and 4. Action.

2.4 Theoretical Framework

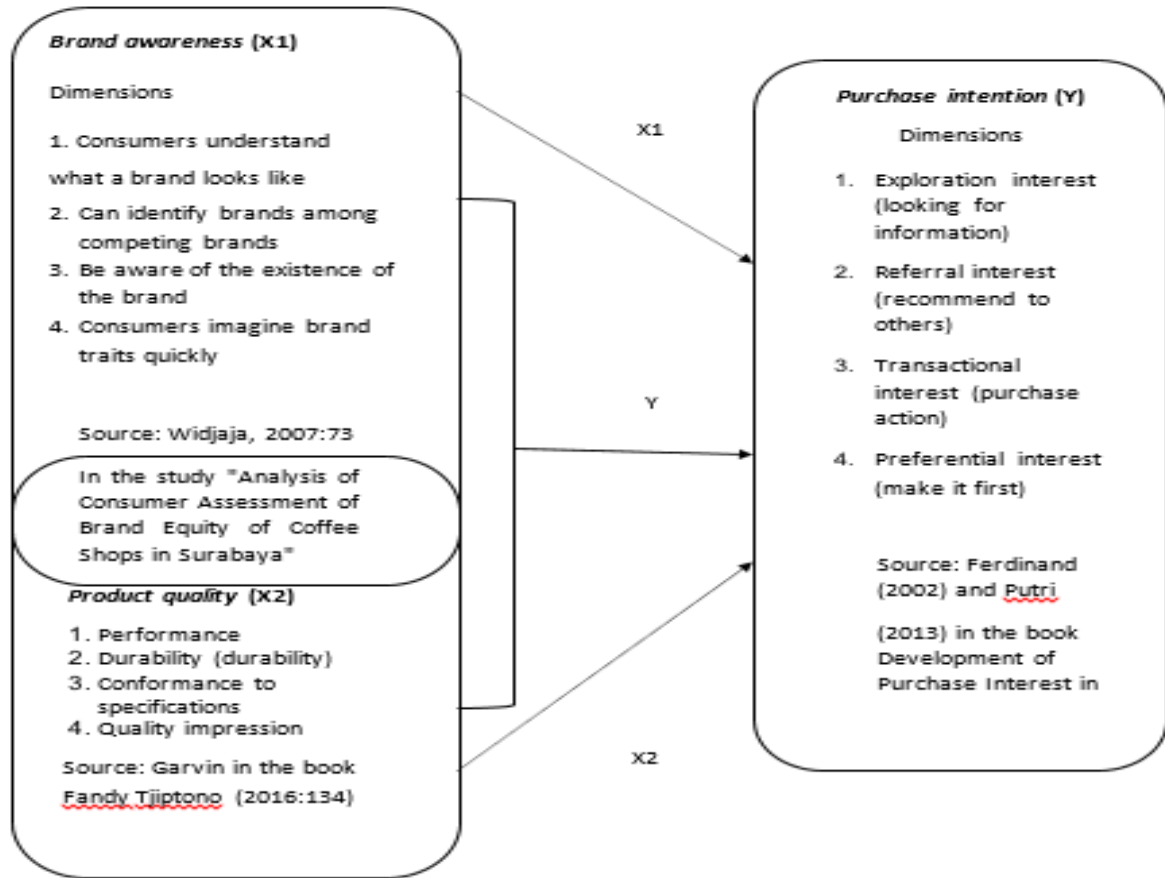


Figure 1. Theoretical Framework

III. Research Method

This research uses quantitative methods. Quantitative methods, according to Sugiyono (2013:13), namely research methods based on the philosophy of positivism, are used in researching samples and research populations; sampling techniques are generally carried out randomly or randomly sampling. At the same time, data collection is done by utilizing research instruments; the data analysis used is descriptive quantitative or usually measured to test the pre-determined hypothesis.

IV. Results and Discussion

Table 1. Recapitulation of Respondents' Responses to the Brand Awareness Variable (X1)

N = 50										
No	Statement	Score					Total Score	Mean	TCR	Criteria
		SS	S	KS	TS	TS				
1	Have a good impression when using the product	18	30	2	0	0	216	4,32	86.4	Very good
2	Consumers know the product better	21	24	4	0	1	214	4.28	85.6	Good

3	Feeling proud to Use these products	13	29	8	0	0	205	4.10	82	Good
4	Given brand Royale supreme with Materials food grade	18	24	5	2	1	206	4.12	82.4	Good
5	remember the brand when offered products	12	27	9	2	0	199	3.98	79.6	Good
6	Remembering brand of when asked about the same product	15	27	7	1	0	206	4.12	82.4	Good
7	remembering Iogo or packaging when called brand	10	29	9	2	0	197	3.94	78.8	Good
8	Imagining the color characteristic of the product	17	26	5	2	0	208	4.16	83.2	Good
Total								33.02	82.55	Good
Mean								4.12		

Based on the table above regarding the analysis of the average for the brand awareness indicator, the average index included in the interpretation table is 4.12, which is good. For the level of achievement of the respondents, the score is obtained. 82.55, which is good.

Table 2. Recapitulation of Respondents' Responses to Product Quality Variables (X2)

N = 50										
No	Statement	Score					Total Score	Mean	TCR	Criteria
		SS	S	KS	TS	STS				
1	Packaging hat enable customers	17	27	4	2	0	209	4.18	83.6	Good
2	Comfort in mengg use	14	29	3	3	1	202	4.04	80.8	Good
3	How long the product can be used	16	29	4	1	0	210	4.20	84	Good
4	Economic life	10	34	6	0	0	204	4.08	81.6	Good
5	The extent to which characteristics product meet specifications	16	31	3	0	0	213	4.26	85.2	Good
6	no product defects found	10	30	10	0	0	200	4.00	80	
7	The image and reputation of the product	17	28	5	0	0	212	4.24	84.8	
8	Responsibility Corporate for the product	17	26	5	2	0	208	4.16	83.2	
Total								33.16	82.9	Good
Mean								4.14		

Based on the table above regarding the average for brand awareness indicators, the average index included in the interpretation table is 4.14, which is good. The score for the level of achievement of respondents is 82.9, namely good.

Table 3. Recapitulation of Respondents' Responses to Purchase Intentio Variable (Y)

N = 50										
No.	Statement	Score					Total Score	Mean	TCR	Criteria
		SS	S	KS	TS	STS				
1	Product according to need	75	120	12	0	1	208	4.16	83.2	Good
2	Product has benefits for consumers	105	92	18	0	0	215	4,30	86	Very good
3	After using the product, consider for consumers to buy money	90	96	21	2	0	209	4,18	83.6	Good
4	Continue to use the product for packaging	90	88	21	4	1	204	4.08	81.6	Good
5	Products on based recommendations	80	108	21	0	0	209	4.18	83.6	Good
6	Consumers are willing to inform about the other people product	70	116	18	0	1	205	4,10	82	Good
7	Continue to use because it fits	95	96	21	0	0	212	4,24	84.8	Good
8	Continue to consume because of satisfaction	55	120	21	4	0	200	4.0	80	Good
9	Continue to consume because you already believe	55	112	21	6	1	195	3.9	78	Fine

Based on the table above regarding the average for brand awareness indicators, the average index included in the interpretation table is 4.14, which is good. The response achievement level value is 83.1, namely good.

Based on the research discussion above, the discussion of each objective is presented as follows:

a. The Effect of Brand Awareness (X1) on Purchase Intention (Y)

The results show that the brand awareness variable has a significant and positive influence on the purchase intention of the Royale Supreme brand laminated paper products from the study conducted at CV. Imperial Indopack, East Jakarta. This can be seen from the coefficient value, which is 65.9%. Based on the partial t-test results, the t-count value is $2.366 > t$ table 1.677 or a significance of $0.022 < 0.05$. So it can be concluded that H_0 is rejected and H_a is accepted, which means that there is a significant and positive effect of brand awareness (X1) on purchase intention (Y) of laminated paper products with the Royale Supreme brand.

The results of this study support the previous research conducted by Putu Ratih Arta Eliasari and Putu Gde Sukaatmadja with the title of the influence of brand awareness on purchase intention mediated by the perceived quality and brand loyalty. Based on the analysis results, it was found that the brand awareness variable had a positive and

significant effect on purchase intention and brand loyalty. Brand loyalty has a positive and significant impact on purchase intention. Brand awareness has a positive and significant impact on perceived quality. Perceived quality has a positive and significant effect on brand loyalty and purchase intention. Brand loyalty can mediate perceived quality on purchase intention. And perceived quality can mediate brand awareness on purchase intention. With the R-square value of the brand awareness variable of 0.594, it can be interpreted that 59.40% of the variability of the brand awareness construct is explained by the variables of brand loyalty and perceived quality, while 40.60% of the variables are in the outside mode. The R-Square value of the sensed quality construct variable is 0.478, which indicates that 47.80% of the perceived quality variability is explained by brand awareness, while external variables explain the remaining 52.20%. Likewise, the R-Square value of the purchase intention variable is 0.775, which shows that 77.50% of the purchase intention variability is explained by brand awareness, purchase intention, and brand loyalty. In comparison, external variables explain the remaining 22.50%.

b. The Effect of Product Quality (X2) on Purchase Intention (X2)

The results show that the product quality variable has a significant and positive effect on purchase intention of the Royale Supreme brand laminated paper products from a study conducted at CV. Imperial Indopack, East Jakarta. This can be seen from the coefficient value, which is 69.5%. Based on the results of the partial t-test, the t-count value is $2.437 > t$ table 1.677 or a significance of $0.001 < 0.05$. So it can be concluded that H_0 is rejected and H_a is accepted, which means that there is a significant and positive effect of product quality (X2) on purchase intention (Y) of laminated paper products with the Royale Supreme brand.

The results of this study support previous research conducted by Thomas Andhitor and Ahmad. With the title, the effect of product quality and price on buying interest in Sam Collection bags, East Jakarta. This research uses the survey method (primary data), secondary data, quantitative approach, and multiple regression analysis techniques with partial and simultaneous hypothesis testing. The results of the determination test of the effect of product quality and price on buying interest are 52.7%. With the multiple linear regression equation, namely: $Y' = 12.701 + 340X_1 + 476X_2$, it means that the Product Quality (X1) and Price (X2) variables on Purchase Interest (Y) are positive. With a significant value of $0.00 < 0.05$, where the product quality variable (X1) has a count $> t$ table ($4.526 > 1,984$) and the price variable (X2) has at count $> t$ table ($5.744 > 1.984$) and an Account ($53.981 > F$ table (0.309)).

c. The Effect of Brand Awareness (X1) and Product Quality (X2) on Purchase Intent (Y)

The results showed that the brand awareness and product quality variables had a significant and positive influence on purchase intention of the Royale Supreme brand laminated paper products from a study conducted at CV. Imperial Indopack, East Jakarta. Based on the results of the simultaneous F test, it can be seen that the value of Fount $62,678 < F$ table 3.19 and a significant deal of $0.00 > 0.05$, it can be concluded that there is a substantial effect between variable X on variable Y simultaneously (together) in meaning H_a is accepted and H_0 is rejected.

The results of this study support the previous research by Ruri Putri Utami and Hendre Saputra. The Influence of Price and Product Quality on Interest in Buying Organic Vegetables in the Medan Sambas market. From the results of the multiple linear regression test obtained $Y = 1.554 + 0.305X_1 + 0.876X_2$. This means that if the price and quality of

the product are constant, the buying interest will be constant. If the price change increases by one unit, buying interest will increase by 0.305. If price-quality increases by one unit, buying interest will increase by 0.876 units. To determine the effect of independent variables on the dependent variable, I simultaneously used the coefficient of determination with 94.1%. These results indicate that the effect of price and product quality on buying interest simultaneously at Sambas Market is 94.1%, while other variables outside this research model explain the remaining 5.9%. The F test and hypothesis testing simultaneously show that the price and product quality variables significantly affect buying interest. After the T-test is done, partially test the hypothesis that the price and quality variables partially have a significant effect on buying interest. The conclusion drawn from the results of the analysis at the Medan Sambas Market is that the price and quality of the product affect the interest in buying organic vegetables.

V. Conclusion

Based on the results and discussion above, the authors conclude 1. Brand awareness significantly affects purchase intention on Royale Supremedi laminated paper products at CV. Imperial Indopack, East Jakarta, with a value that affects purchase intention of 65.9% and while the remaining 34.1% is influenced by other factors not examined by the author, 2. Product quality significantly affects purchase intention on the Royale Supreme brand laminated paper products at CV. Imperial Indopack, East Jakarta, with a value that affects purchase intention as much as 69, 5% and while the remaining 30.5% is influenced by other factors not examined by the author, and 3. The simultaneous influence of brand awareness and product quality on purchase intention with a value of 72.7% and the remaining 27.3% is influenced by other factors which the authors did not study.

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