

## **Effect of Brand Images and Packaging Designs to Consumer of Repurchase Intention in Bubuk Teh Juma Superpeko**

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**Abstract:** *Tea is a leading plantation commodity in Indonesia, especially in 2015 Indonesia is known as the 7th largest tea producing country in the world. The population of Indonesia, which reaches 260 million people, is a potential business area for companies to produce and offer tea products to consumers. The emergence of tea beverage products with various brands circulating in the community at this time resulted in the creation of intense competition between companies to always carry out various marketing strategies in order to survive in the flow of business competition so that companies are required to be able to choose the right marketing strategy. A company can be a winner in increasingly fierce business competition if the company is able to attract as many consumers as possible and of course the company can also get large profits according to the objectives of the company. This type of research conducted in this research is quantitative descriptive. This research is a survey research method that is a study that takes a sample from a population by relying on a questionnaire as an instrument of data collection. The sample in this study were 100 people who had already bought Bubuk Teh Juma Superpeko. The data analysis technique used is factor analysis. In an effort to answer the problems in this study, multiple linear regression analysis was used. The results showed that brand images had a positive and significant effect on repurchase intention of Bubuk Teh Juma Superpeko. Packaging designs has a positive and significant effect on the repurchase intention of Bubuk Teh Juma Superpeko.*

**Keywords:** *Brand Images, Packaging Designs, Repurchase Intention*

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### **I. Introduction**

The presence of Indonesia as one of the largest producers in the world would certainly be one of the commodities that cannot be underestimated, although as Hendratmojo said as Head of Sub-Directorate of Refreshing Plant of the Indonesian Tea Plantation, the production of tea continued to decline from year to year. The highest tea production was found in 2003 with figures reaching 169,821 tons. Tea production has continued to decline to around 150,000 tons since 2007 and in 2012 production only reached around 140,000 tons. Hendratmojo admitted, the decline in tea production every year is in line with the decline in plantation land. From year to year, the total area of plantations continues to fall. From 2000, the total area of tea plantations was 153,675 hectares while in 2018 the total area of tea plantations was only 113,808 ha, down 25.94%.

Nevertheless the development of the tea industry is growing. This indicates that the prospect of commodities remains promising. The presence of tea commodities in Indonesia is very profitable, with a very large foreign market and also a domestic market that is no less profitable.

The total population of Indonesia, which reaches 260 million people, is a potential business area for companies to produce and offer superior products to consumers.

One of them is tea beverage products, both ready-to-drink tea or powdered / filtered tea. The emergence of tea beverage products with various brands circulating in the community at this time resulted in the creation of intense competition between companies to always carry out various marketing strategies in order to survive in the flow of business competition so that companies are required to be able to choose the right marketing strategy. A company can be a winner in increasingly fierce business competition if the company is able to attract as many consumers as possible and of course the company can also obtain large profits according to the objectives of the company.

PT Perkebunan Nusantara IV manages 4% of tea commodities from all of its plantation businesses. Tea business is coordinated by District II which consists of Kebun Sidamanik, Bah Butong, and Tobasari. In marketing its products, PTPN IV strives to maintain its quality so that tea can be well received by consumers and get enough customers. Not only does it maintain its quality to retain consumers and outperform its competitors, but the company also strives to highlight the characteristics and benefits that tea products can

provide, so that it can influence consumers' perceptions of choosing PTPN IV Tea to meet their needs from other tea powders. But to understand and to influence consumer interest, the company tries to improve its brand image through its product attributes, namely through packaging. The company only creates one type of packaging that is carton packaging of various sizes.

The company develops marketing strategies about its products by making a number of decisions regarding product attributes, checking, packaging, labeling, and product support services. The product attributes here include the quality, features, style, and design that the company wants to offer. This is done so that consumers can be interested in the products offered by the company and are interested in buying the company's products. In addition, product attributes are also useful for differentiating similar products and giving a deep impression to consumers so that consumers will have brand awareness of a product that is already embedded in their minds.

Cob (1995) states that a brand that is known by the buyer will generate interest in making a purchasing decision. The impact of a product symbol gives meaning in consumer decision making because symbols and images are important in advertising and have an influence in buying interest. At present competition in the business world is not just a brand competition but also a packaging design competition, where companies compete -the competition to be able to create packaging designs that are unique, attractive and easy to remember so that they can make an impression in the minds of consumers.

Kertajaya (2004) states that technology has made packaging change functions. In the past people said that packaging protects what is sold while now packaging sells what is protected. Intense competition in business will create individual customers among products, because the competition will make consumers confident in choosing and buying products against certain brands through good packaging design.

## **II. Literature Review**

### **2.1 Marketing Management**

According to Kotler and Keller (2012) marketing management is the art of choosing the target market and obtaining, maintaining and growing customers by creating, delivering and communicating superior customer value. According to Assauri (2013) marketing management is the activity of analyzing, planning, implementing and controlling programs programs arranged in the formation, development, maintenance of profits from exchanges through market targets with the hope of achieving organizational goals in the long run.

### **2.2 Direct Marketing**

Direct marketing is the use of direct channels of consumers to reach and deliver goods or services to customers without using marketing intermediaries (Kotler, 2009). Thus, marketers directly communicate directly with customers, often based on interactive one-on-one meetings. They really match their marketing offerings and communications to the needs of narrow segments or even individual buyers. Beyond brand and image development, they usually seek direct customer responses , immediately and measured. The benefits of direct marketing are:

- a. Direct marketing can reach potential customers at the right time and be read by prospective customers who have more prospects.
- b. Save costs and consumers are introduced to a number of choices.
- c. Consumers also benefit from studying the goods and services available.
- d. Can measure the response to their campaigns so that the most profitable form of campaign can be decided.
- e. Can establish an ongoing relationship with customers.

### **2.3 Brand Images**

Brand image is a collection of perceptions about an interconnected brand that exists in the human mind (Ouwersoot and Tudorica, 2001).

According to Simamora (2002), the components of a brand image consist of 3 parts:

- a. Citra makers, namely a collection of associations perceived by consumers of companies that make goods or services.
- b. User imagery, i.e. a collection of associations that consumers perceive of users using an item or service.
- c. Product images, i.e. a collection of associations that consumers perceive of an item or service.

### **2.4 Packaging Designs**

Packaging designs are a creative business that links the shape, structural, material color, image, typography, and design elements with product information so that the product can be marketed and applies to packaging, protecting, sending, dispensing, storing, and differentiating a product that finally can uniquely communicate the personality or function of consumption products.

Natadjaja (2002) mentions several factors in the appearance of packaging design, as follows:

- a. Factory security is the packaging must protect the product against various possibilities that can cause damage to the goods.
- b. Economic factors are cost effective calculations including material selection, so they do not exceed the proportion of benefits.
- c. Distribution factor is the packaging must be easily distributed up to the hands of consumers, ease of storage and display also need to be considered in its placement.
- d. Communication factor is a packaging media that explains, reflects and considers the product to be easily seen, understood, and remembered.
- e. Ergonomics factor is easy to carry, hold and carry packaging which can affect consumer comfort.
- f. Aesthetic factor is the appearance of the package which includes color, shape, brand, illustration, layout, and mascot.
- g. Identity factor is a whole package that is different from other product packaging that is easy to recognize.
- h. Promotional factors are packaging that functions as a silent sales person.
- i. Environmental factor is a situation or condition related to the environment, the packaging used must be environmentally friendly and can be recycled and reused.

### **2.5 Repurchase Intention**

Repurchase according to Kaveh (2012) is a purchase activity carried out more than once or several times. Satisfaction obtained by a consumer, can encourage someone to make a repeat purchase, be loyal to the product or loyal to the store where he bought the item so that consumers can tell good things to others.

Dimensions of Repurchase Intention according to Kaveh (2012):

- a. Transactional interest; the tendency of consumers to always buy back products that they consume.
- b. Referential interest; consumers' willingness to recommend products that they have consumed to others.
- c. Preferential interest; consumer behavior that makes the products they consume as the main choice.
- d. Explorative interest; consumer's desire to always look for information about the product they are interested in.

## **III. Research Methods**

### **3.1 Type of Research**

This type of research is quantitative descriptive. Nasir (2013) states that descriptive research is a method of examining the status of a group of people, a system of thought, or a class of events in the present that aims to make a systematic, factual and accurate description, picture, or painting of facts, traits - traits, as well as the relationships between the phenomena investigated. This research is a survey research method which is a study that takes a sample from a population by relying on the questionnaire as an instrument of data collection.

### **3.2 Place and Time of Research**

This research was conducted at the Local Tea of Juma Superpeko in Ambarisan, Sidamanik, Simalungun, Sumatera Utara.

### **3.3 Population and Samples**

Population is a complete group of elements, which are usually in the form of people, objects, transactions, or events where we are interested in learning or being the object of research (Kuncoro, 2003). In this study the population is the buyer of Local Tea of Juma Superpeko by Juma Superpeko is a local tea produced by PTPN IV.

The reason for taking total sampling is because according to Sugiyono (2007) a population of less than 100 entire populations is used as a research sample. The population for 3 years was 543. The research sample was 100.

### **3.4 Data Analysis Method**

This study uses descriptive qualitative analysis method to determine the existence of relationships between dependent variables and independent using inductive statistics correlation with multiple regression analysis. The qualitative descriptive objective in this study is to provide a systematic, factual and accurate description of certain facts.

### **Multiple Linear Regression Analysis**

The data analysis method used in this study is multiple regression analysis (Sugiyono, 2007). Therefore the research formulation in the path analysis framework only revolves around the independent variable ( $X_1, X_2, \dots, X_k$ ) influencing the dependent variable  $Y$ , or how much direct, indirect, and total influence or simultaneous set of independent variables ( $X_1, X_2, \dots, X_k$ ) to the dependent variable  $Y$ . Hypothesis testing using t test, F test, r squared test.

#### IV. Results and Discussion

##### 4.1 Results

##### Coefficient of Determination

Based on Table 1, an  $R^2$  value of 0.588 was obtained. This value can be interpreted that the brand images and packaging designs variables can explain the repurchase intention variable of 58.8% and the remaining 41.2% is explained by other variables not examined in this study.

**Table 1 Determination Coefficient Test**

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.767 <sup>a</sup>	.588	.579	1,244

a. Predictors: (Constant),  $X_1$ ,  $X_2$

b. Dependent Variable: Y

Source: Research Results, 2019 (Data Processed)

##### Simultaneous Significance Test (Test f)

Based on Table 2, the prob value is known. (F-statistics), that is  $0,000 < \alpha = 0.05$ , it can be concluded that all independent variables, namely brand images, packaging designs simultaneously have a significant effect on repurchase intention variables.

**Table 2 Simultaneous Test (Test f)**

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	213,992	2	106,996	69,187	,000 <sup>b</sup>
	Residual	150,008	97	1,546		
	Total	364,000	99			

a. Dependent Variable: Y

b. Predictors: (Constant),  $X_1$ ,  $X_2$

Source: Research Results, 2019 (Data Processed)

##### Significance Test of Individual Parameters (t Test)

Based on Table 3, it can be seen that the significance value for the variables for all variables is smaller than the required significance (0.050), so the t test results have a partially significant effect on all variables on repurchase intention.

**Table 3 Partial Test (t Test)**

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.745	1,409		.529	.598
	$X_1$	.261	.061	.287	4,313	.000
	$X_2$	.657	.066	.657	9,879	.000

a. Dependent Variable: Y

Source: Research Results, 2018 (Data Processed)

The regression equation means that the brand images ( $X_1$ ) has a positive and significant effect (prob value  $0,000 < \alpha = 0.05$ ) on repurchase intention with a coefficient value of 0.261. If the brand images increases, the repurchase intention increases. The constant value (a) of 0.745 means that if the brand images has a value of 0, then the repurchase intention is a constant value of 0.745. This shows that hypothesis 1 is accepted which states that the brand image has a positive and significant effect on repurchase intention.

Packaging designs ( $X_2$ ) has a positive and significant effect (prob value  $0,000 < \alpha = 0.05$ ) on repurchase intention with a coefficient value of 0.657. If the packaging designs increases, the repurchase intention increases. The constant value (a) of 0.745 means that if the packaging designs has a value of 0, then the repurchase intention is a constant value of 0.745. This shows that hypothesis 2 is accepted which states that the packaging designs has a positive and significant effect on repurchase intention.

## **4.2 Discussion**

### **Effect of Brand Images on Repurchase Intention**

The results showed that brand images had a positive and significant effect on repurchase intention. It can be seen from the results of the regression that had been done with a brand images coefficient value of 0.261 and a significance value of 0.000. This value indicates that if the brand images experiences an increase in repurchase intention activity towards Bubuk Teh Juma Superpeko also experiences an increase of 0.261.

Brands that already have a good position in the minds of the target consumers will get loyalty from consumers, that is, they will not hesitate to continue to use the brand and even influence others to join using the same brand. The lack of doubt in using the product has caused consumers to be reluctant to switch to other brands. Thus, the company will achieve its goals and get the desired profit, and can expand its market share.

The results of this study are the same as research conducted by Zhang (2015) which states that brand images has a positive and significant effect on repurchase intention. In this research, it is said that brand images has an impact on consumers in choosing a product. It is said that service companies usually have the most impact on brand images, because consumers in choosing services are more specific than products.

### **Effect of Packaging Designs on Repurchase Intention**

The results showed that the packaging designs had a positive and significant effect on repurchase intention. This can be seen from the results of the regression that has been done with the value of the packaging designs coefficient of 0.657 and a significance value of 0,000. The value indicates that if the packaging designs has increased, the repurchase intention towards Bubuk Teh Juma Superpeko also increased by 0.686.

Packaging designs is a creative business that links the shape, structural, material color, image, typography, and design elements with product information so that the product can be marketed and applies to packaging, protecting, sending, dispensing, storing, and differentiating a product that finally can uniquely communicate the personality or function of consumption products.

The results of this study are the same which states that the packaging designs has a positive and significant effect on repurchase intention. To convince these consumers to be able to make a purchase, a good packaging design strategy and a good product marketing are needed. One of the goals is to win the market and attract consumers to buy their products through attractive packaging designs so that they can be sought after by consumers.

## **V. Conclusion and Suggestion**

### **5.1 Conclusion**

Based on the results of research and discussion, the following conclusions are obtained:

- 1.Brand images have a positive and significant effect on repurchase intention of Bubuk Teh Juma Superpeko.
- 2.Packaging designs have a positive and significant effect on repurchase intention of Bubuk Teh Juma Superpeko.
- 3.Brand images and packaging designs together (simultaneously) significantly influence the repurchase intention of Bubuk Teh Juma Superpeko.

### **5.2 Suggestion**

Based on the conclusions above, there are some suggestions that can be submitted by researchers as follows:

#### **1.For Companies**

It is expected that companies can further enhance promotions and services to consumers. Companies can do promotions by utilizing existing social media and distributing brochures to potential places. The strategy is expected to be able to create positive perceptions from consumers of the company and will certainly increase the intensity of consumers to discuss the advantages that they get when buying Bubuk Teh Juma Superpeko and recommend it to other potential customers.

#### **2. For Further Researchers**

Based on the results of the study note the effect of brand images and packaging designs on repurchase intention of 67.1%. This shows that there are still other factors that influence repurchase intention. It is expected that further researchers will find out other factors that influence repurchase intention other than those contained in this study.

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