

# The Effect of Brand Perception, Brand Communication, Product Packaging, and Product Placement Towards the Purchase Intention of Kopiko in Medan

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**Abstract.** Numerous scholars have undertaken research into marketing strategy and branding, aiming to uncover relationships between various factors. Their goal is to examine how specific elements within marketing and branding impact consumer purchase intentions regarding Kopiko's products in Medan City, North Sumatra, Indonesia, while also validating formulated hypotheses. The study focuses on variables like Brand Perception, Brand Communication, Product Packaging, and Product Placement. Data is gathered via a well-organized questionnaire from Medan City residents exclusively. Employing the Structural Equation Model (SEM) through the AMOS 22 application enhances the study's analytical approach. The research shows that there is solely the variable of brand perception that shows a significant effect while the other variables do show an insignificant effect on the purchase intention.

**Keywords:** Brand Perception, Brand Communication, Packaging Design, Product Placement, Purchase Intention

## 1. Introduction

In today's fast-paced business world, new products are constantly being introduced into the market. With the advancement of technology, companies are now able to produce similar products with ease. As a result, the market has become saturated with offerings of similar products. In order to stand out in the competition, companies are now forced to engage in marketing and promotional activities to survive. This includes offering discounts, creating unique and attractive packaging, and investing in social media campaigns to increase brand awareness. To increase the effectiveness, the marketers have begun to implement some strategies to win in the market, in terms of the brand perception, brand communication, packaging design, and product placement. Therefore to remain relevant and competitive against the number of competitors, Kopiko would need to be continuously aware of its brand perception in general since Kopiko has been fully established in Indonesia for a decent amount of time and is reputedly known to comprise a large pool of customers' database that could be leveraged in allowing Kopiko to provide a genuine experience for the vast majority of its customers which

by implementing it does eventually shape the positive relationship between the customers and Kopiko. The association of the brand could affect the likelihood of the purchase intention to occur. In shaping the purchase intention of a customer, the number of positive associations and activities that the brand did particularly serves as a communication medium that could build up the overall perception of willingness to have the intention in buying the product [1]. Hence in strengthening the competitive edge and relevancy of Kopiko, the brand marketer would need to assure that every piece of the advertisement that had been distributed massively to the public adequately conveys the positive image and messages for Kopiko to continuously remain in the customers' top of mind when it concerns about consuming coffee candy.

Brand communication, as a process of conveying the uniqueness of identity and values of a brand to its consumers is a crucial aspect of modern marketing strategy. Advertising is now interactive because of technological developments and communication in the company's marketing activities [2]. Brand communication is the pivot to transforming product and service value into consumer behavior and key to achieving objectives [3]. Another marketing activity that has an impact on increasing profits is product packaging. Knowing how consumers view and assess packaging during the buying process can provide direction for design and communication tactics [4]. Besides being used to protect the product inside, product packaging has a broader scope such as media for marketing. Before the customer makes a transaction or purchase of an item, the customer certainly takes several steps to carry out the evaluation stage and various considerations first, one of which is the influence of product packaging. Product packaging is the "first glance" media for customers. Packaging is a significant marketing tool that may enhance a brand's marketing in a unique way [5].

Recently, marketers are using a marketing communication strategy in delivering the message that they want to convey to a potential consumer using media that can distribute the content properly within a very large scope of influence. As for the advantages of product placement, it creates a more natural and authentic connection between the product and its audience by targeting specific audiences. Product placement is a powerful marketing strategy that has been proven to create brand awareness in various forms of media and to reach both specific and broad audiences, thereby increasing market share.

## **2. Literature Review**

### **2.1. Brand Perception**

Brand perception is the approach that brands do to build a relationship with consumers through several communicational approaches namely affective, cognitive, and evaluative to ensure that the overall information about the product and service offerings would be delivered smoothly within the consumer's subconscious mind [6]. Given the fact that the process of customer perceptions about the product and service offerings would depict the understanding of the customers about the overall information which primarily concerns the product and service offerings. As a result, in the process of delivering brand communication massively to a huge number of customers. Genuine and relevant brand communication about its products would lead to buying intention [7]. In view of a customer behavior perspective, it does showcase that the aspect that propels the realization of a purchase intention predominantly comprises both attitude and perception toward a product and service offerings [8]. Therefore according to this finding, there are a number of indicators that would propel the brand perception to be realized within the community namely company image, product image, and service image.

H<sub>1</sub>: Brand Perception will influence purchase intention by consistently maintaining its associated image.

## **2.2. Brand Communication**

Brand communication is the effort that is made by marketers in terms of introducing a brand in order to create and form a brand reputation in order for the brand to be recognizable by the community [9]. Brand communication is the main integrative element that connects a brand with the consumers, it is the first step that needs to be taken to show attributes of the brand to consumers and increase their brand image and brand trust [10]. A brand that has developed good brand communication will eventually develop brand trust towards the customer, making the rate of purchase intention grow [11].

H<sub>2</sub>: Brand Communication will influence purchase intention by having a clear connection with consumers and building brand trust.

## **2.3. Product Packaging**

Packaging is a tool to give appearance to a product and maintain the quality, cleanliness, and durability of a product. Packaging is also a tool to attract the attention of consumers to see and know the brand or product where it also represents a tool of branding that will even lead to the purchase intention for the products [12]. Packaging has several elements that make its nature and uniqueness, starting from the logo, color, shape, material, sound, and product photo, to product information. Based on previous research, it has been found that product packaging significantly influences purchase intention [13]. The design of the packaging, the structure of the packaging, and the information stated in the packaging shape all the information needed by the customer for decision-making, thus, influencing the purchase intention towards the product. H<sub>3</sub>: Product packaging will influence the purchase intention by providing a convenient and interesting design for customers.

## **2.4. Product Placement**

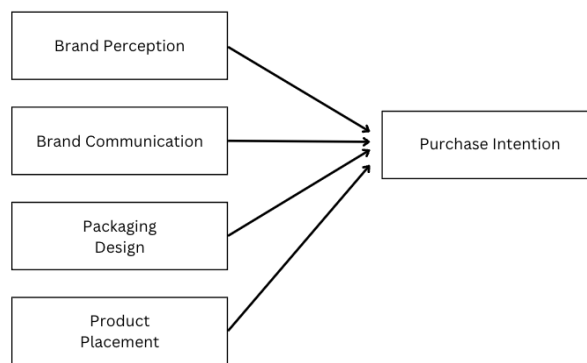
One of the ways to increase the effectiveness of advertising is by using television media as a way to channel and gather information about the product or brand to potential consumers especially when the viewers are watching the television programs that they enjoyed. Product placement is not only shown on television programs because there are limitations that are used from television or media. Product placement has succeeded in proving to marketers that it is effectively reaching the audiences' awareness and is a way for a brand to have potential customers. Product placement surely can make the audience not aware that the product shown is part of the marketing strategy, the audience assumes that the product is part of the scenario being shown in the television series. There are three different dimensions that indicate this product placement such as: (1) Visual Dimension, (2) Auditory Dimension, and (3) Plot Connection Dimension (PCD) where these dimensions are related to the brand recall in product placement.

H<sub>4</sub>: Product placement will influence the purchase intention by mentioning the products visually.

## **2.5. Purchase Intention**

Purchase intention comprises a set of interests that are based on the behavioral aspect of the consumers in shaping the intention to occur and it is essentially known that from its managerial standpoint, previous research does state that word of mouth within the community of consumers would particularly shape the purchasing intention. Therefore for building the consumer purchasing intention into its sales mechanism, it would be more effectively executed by the brand marketers by incorporating the customers' perception namely the functionality and beneficial solution which have been marketed by the brand within each of the vast majority of

distributed advertorials contents [14]. Based on the previous research, it shows that two cognitive-behavioral aspects could influence customers in shaping the intention as a whole, such as readiness and willingness in trying something familiar [15]. Besides the readiness and willingness, the purchase intention can also be shaped by the number of awareness campaigns that resonated with the consumers' subconsciousness and continuously being remembered based on the numerous social values that the brand had been associated with all along. As a result, during the creation of an effective strategic approach for generating the consumers' interest in the market, a brand marketer is required to shift the brand positioning into building a positive relationship with the consumers thus which could strengthen the commitment in acquiring the marketed solution embedded into the daily basis of its customers [16].



**Fig. 1.** Conceptual Model

### **3. Data Methodology**

#### **3.1. Population and Sample**

The population in this study are consumers who ever tried Kopiko products in Medan. The sampling collection method is using the snowball sampling technique based on these criteria:

1. People living in Medan, Indonesia.
2. Kopiko consumers consisted of females and male with an age range 17-35 years old.
3. Kopiko consumers focusing on students.
4. Kopiko consumers that previously consuming Kopiko or ever consumed Kopiko.

Snowball sampling technique is adapted in this research as it helps increase the number of respondents which will lead to the increase of the representative number [17]. For effective data collection, this research is using a virtual method with questionnaires made with Google Form, distributed to social media like Instagram Story, WhatsApp, and broadcasting to the communication platform. The survey was conducted in July 2023. The number of samples in this research is 295 respondents.

#### **3.2. Data Collection**

The data collected in this study were collected using a questionnaire data collection technique. This questionnaire is being done by asking the respondents some questions regarding variables that are measured using a Likert scale with scoring technique from a range 1 to 5.

#### **3.3. Data Analysis Technique**

This study uses quantitative analysis techniques by using Structure Equation Modeling (SEM) data processing that approach utilized in determining whether there is a correlation

between the variables in this research, to prove if there is an effect between brand perception, brand communication, product packaging, product placement, and purchase intention towards Kopiko in Medan. This study also uses the moment structure (AMOS) 22 software to analyze the capable testing of hypotheses by evaluating a set of hypotheses, interrelated variables, feasibility of one model with the research data. This study involves three types of analysis such as:

1. CFA (Confirmatory test analysis) in SEM, as a useful tool to test how variables can be measured in describing the number of factors where CFA also known as construct [18].
2. Analysis of goodness fit (AGFI), as a sampling distributions that utilized in statistical hypothesis testing and often generated using a statistical hypothesis testing (Maydeau et al., 2010) where it stabilized with Chi Square Relative (CMIN/DF), Probability, Adjusted Goodness of Fit Index (GFI), Tucker Lewis Index (TLI), Comparative Fit Index (CFI), Root Mean Square Error of Approximation (RMSEA), and Normed Fit Index (NFI) [19].

**Table 1.** Result of Overall Feasibility by SEM Research Model

<b>Goodness of Fit Index</b>	<b>Cut-off Value</b>
$X^2$ Chi-Square	> 0,05
RMSEA	≤ 0,08
Probability	≥ 0,05
CMIN/DF	≤ 2,00
GFI	≥ 0,90
AGFI	≥ 0,90
TLI	≥ 0,95
CFI	≥ 0,95

3. Regression weight on SEM, as a measurement to evaluate the association between variables created in a SEM construct (unobserved) and manifest variables (indicator variables) [20]. Based on the data measurement, the regression weight has the statistical regulation that the result value of CR after examining the data throughout the variables and indicators would need to be more than 1.96 to be considered as valid. However, in terms of its P-value, the value would need to be lesser than 0.05.

## 4. Results

### 4.1. Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) is a research methodology done by the researchers before conducting the SEM analysis. Given that CFA analysis comprises several nuances that could uncover the overall fitness of a model in an accumulative manner due to that reason this analysis process does serve as the medium for obtaining a better understanding of the validity of its research model which involves numerous variables. The validity process could be examined based on the metric of Standardized Regression Weights where the data must be more than 0.50 for the researchers to categorize it as valid [21].

**Table 2.** Result of Standard Regression Weights Between the Independent and Dependent Variables

			<b>Estimate (Before Modification)</b>	<b>Estimate (After Modification)</b>
Purchase_Intention	<---	Product_Packaging	-0.034	-0.028

Purchase_Intention	<---	Product_Placement	0.240	0.028
Purchase_Intention	<---	Brand_Perception	0.824	0.789
Purchase_Intention	<---	Brand_Communication	0.192	0.040
BP03	<---	Brand_Perception	0.745	0.640
BP02	<---	Brand_Perception	0.346	0.442
BP01	<---	Brand_Perception	0.730	0.799
BC03	<---	Brand_Communication	0.792	0.766
BC02	<---	Brand_Communication	0.579	0.628
BC01	<---	Brand_Communication	0.755	0.747
PPG03	<---	Product_Packaging	0.532	0.585
PPG02	<---	Product_Packaging	0.694	0.672
PPG01	<---	Product_Packaging	0.731	0.595
PP04	<---	Product_Placement	0.621	0.603
PP03	<---	Product_Placement	0.637	0.596
PP02	<---	Product_Placement	0.520	0.520
PP01	<---	Product_Placement	0.597	0.716
PI03	<---	Purchase_Intention	0.753	0.764
PI02	<---	Purchase_Intention	0.815	0.890
PI01	<---	Purchase_Intention	0.528	1.023

#### 4.2. Structural Equation Modeling

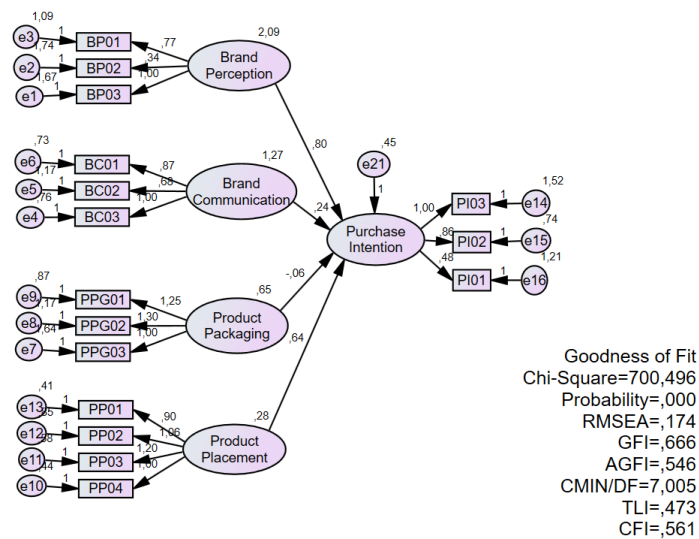
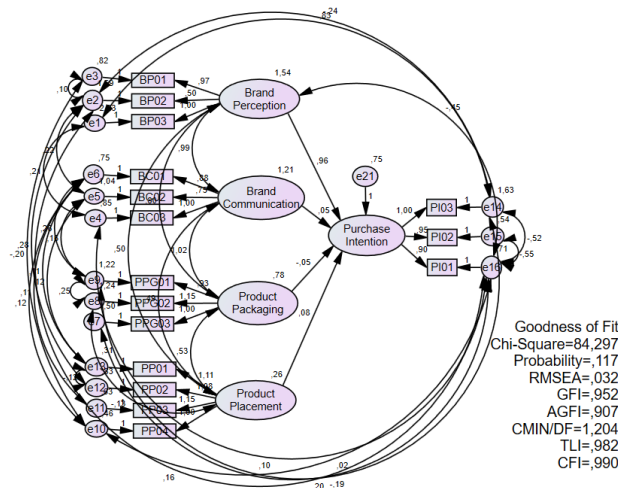


Fig. 2. Path Diagram Modeling (Before Modification)

Based on the research model shown in Figure 1, this paper then creates its modification towards the path diagram modeling shown in Figure 2. The goodness of fit for this path diagram has not fulfilled the criteria according to the Structural Equation Modeling. Thus, modification has been conducted based on the modification indices which are shown in Figure 2.

**Table 3.** Result of Goodness of Fit Analysis

Goodness of Fit		The Attainable Cut-off		Evaluation Model
Index	Cut-off Value	Value		
X2Chi-Square	> 0,05	700.496		Good Fit
RMSEA	≤ 0,08	0.174		Not Fit
Probability	≥ 0,05	0.000		Not Fit
CMIN/DF	≤ 2,00	7.005		Not Fit
GFI	≥ 0,90	0.666		Not Fit
AGFI	≥ 0,90	0.546		Not Fit
TLI	≥ 0,95	0.473		Not Fit
CFI	≥ 0,95	0.561		Not Fit



**Fig. 3.** Path Diagram Modeling (After Modification)

The data that have been presented in Table 4 does indicate that the path diagram model has an adequate level of fitness that particularly allows the researcher to further conduct hypothesis testing with the purpose to obtain information concerning the correlation between each of the research variables during this research which comes after conducting the modification towards the modeling diagram which predominantly shows that the goodness of fit indexes categorizes as good fit.

**Table 4.** Result of Goodness of Fit Analysis (After Modification)

Goodness of Fit Index	Cut-off Value	The Attainable Cut-off Value	Evaluation Model
X2Chi-Square	$\geq 0,05$	84.297	Good Fit
RMSEA	$\leq 0,08$	0.032	Good Fit
Probability	$\geq 0,05$	0.117	Good Fit
CMIN/DF	$\leq 2,00$	1.204	Good Fit
GFI	$\geq 0,90$	0.952	Good Fit
AGFI	$\geq 0,90$	0.907	Good Fit
TLI	$\geq 0,95$	0.982	Good Fit
CFI	$\geq 0,95$	0.990	Good Fit

### 4.3. Hypothesis Testing

The presented data that had been showcased in Table 5 does have the indication that there is one hypothesis that could be acceptable out of four hypotheses throughout this research in regards to uncovering the significant effect of the research variable used. Considering that the P-value within each of the research variables must be smaller than 0.05 and the CR value also required to be greater than 1.96 to determine the acceptability of the hypotheses. Hence according to the result that has been collectively gathered through the testing phase, the variable of brand perception shows an indication where the CR value is within the  $5.025 > 1.96$  along with the P-value is within the  $*** < 0.05$ . Therefore in this instance, it can be said that the  $H_1$  had been considered acceptable due to its significant effect on the purchase intention. However, for the brand communication variables where the CR value is within  $0.242 < 1.96$  and its P-value where it is within  $0.809 > 0.05$  where it indicates an insignificant effect towards the purchase intention due to this reason, it can be said that the  $H_2$  had not been acceptable. Moreover, for the product packaging variable, the research shows that the CR value is within  $-0.189 < 1.96$  together with its P-value that namely  $0.850 > 0.05$  indicates the insignificant effect of this variable which makes this hypothesis not accepted by this research in utilizing the  $H_3$ . The variable of product placement does present the CR value within  $0.172 < 1.96$  and the P-value which resulted in  $0.809 > 0.05$  indicates the insignificant effect towards the purchase intention which leads this  $H_4$  to not be accepted in this research.

**Table 5.** Hypothesis Testing Results Directly from SEM

Dependent		Independent	Estimate	S.E.	C.R.	P	Label
Purchase_Intention	<---	Product_Packaging	-0.048	0.253	-0.189	0.850	par_12
Purchase_Intention	<---	Product_Placement	0.083	0.486	0.172	0.864	par_13
Purchase_Intention	<---	Brand_Perception	0.962	0.192	5.025	***	par_17
Purchase_Intention	<---	Brand_Communication	0.055	0.227	0.242	0.809	par_18

## 5. Discussion

Kopiko is one of PT Mayora Indah Tbk famous brands that has been catering to consumer needs since its establishment in Jakarta. PT Mayora Indah was targeting the Jakarta consumer market and its surrounding areas, the company has grown over years and expanded both



domestically and internationally. One of the highly successful products that has gained widespread popularity is Kopiko, known for its delightful sweet snack with a unique coffee flavor. One of Kopiko's major appeals is the convenience offers, where it is available everywhere to ensure that coffee enthusiasts can savor the delightful taste whenever they want. As Kopiko serves a delightful coffee mix alternative, it tastes buds with its rich coffee taste to perfection. By creating a product that reflects the richness of Indonesian coffee, this brand has firmly established itself as an easy go-to coffee-flavored snack cherished by coffee enthusiasts everywhere. Kopiko that strategically targets multiple consumers has successfully carved a niche for itself as a brand that has a diverse tastes of its customers. From this targeted approach, Kopiko's brand perception has evolved into product development and innovation, where this product continues to resonate with its brand perception as a delightful coffee candy and drink. Where this brand perception has a positive and significant effect on purchase decisions [22].

With a unique blend of sweet flavors and authentic coffee flavors, Kopiko products have captured a remarkable positive brand communication image to create trust among consumers. What sets Kopiko apart is their thoughtful consideration of nutritional needs to ensure and presents a great opportunity for Kopiko to effectively communicate their brand's values to the world, mainly to lead and increase the sales in the global market [23]. One of Kopiko's brand identity is the attractive red colored logo that is simple yet effective in packaging design. It has a role where it ensures that the brand is recognizable and easily remembered by consumers. The simplicity of its packaging that provides relevant information of the product also demonstrates its value of the brand as the customer-centric communication. It is based on the findings of where there is a significant influence of product packaging on customers' purchase intention [24].

Kopiko uses a form of product placement in television media where they passively show the products multiple times as a unique marketing strategy to promote and create Kopiko awareness. As one of the active placements in the television media, it holds a little control on how the product is presented in some plot scenes. According to previous findings which are concerned about the "subliminal" effect of the product placement, purchase intention of Kopiko are customers who have shown interest or ever tried Kopiko products due to familiarity and ability to satisfy the daily coffee needs in a convenient way [25]. The research indicates that purchase intention is positively influenced by these factors. However, future studies are able to explore additional variables like product quality, content marketing strategy, and packaging materials in considering the environmentally friendly aspect to gain further insights into consumer behavior and purchase intention. This research utilized a survey with a questionnaire to gather data from Kopiko consumers. It did not involve any direct interviews with the consumers. This study solely relied on collected responses. In the future, it is better to include customer satisfaction as an additional aspect to explore further.

## **6. Conclusion and Implication**

This study utilizes empirical procedures and an adequate theoretical baseline in testing and answering the number of research hypotheses through the implementation of a structural equation modeling approach to simply provide further insights for the managerial teams in obtaining adequate information concerning the current strategic condition of Kopiko in the market. As a result, Kopiko being a national brand of coffee candy that has been introduced in 1982 has yet to stand strong until today. This is supported by the analysis based on this research with the conclusion obtained as follows.

- (1) The results of this study indicate that the independent variables: brand communication, product placement, and product packaging; do not influence the purchase intention of Kopiko among 72,3% aged 17-23 group of people in Medan.
- (2) Only the variable of brand perception has a positive relationship with the purchase intention while the rest of the variables do have a neutral relationship.
- (3) Each indicator has a correlation between one and another however solely for the brand perception while the rest of the variables do not.

While this paper does show the significant effect between brand perception while the other variables namely brand communication, product placement, and product packaging towards purchase intention do not show any significant effect. Hence, business sectors are yet advised to focus on the variables to improve the product or service provided. Future research is advised to research other variables that may have a significant effect on purchase intention in order to provide constructive feedback and improvement for the brand being analyzed.

## 7. Limitation

The research on how Brand Perception, Brand Communication, Product Packaging, and Product Placement of Kopiko's product affects the Purchase Intention of consumers is fixated on the variable that has been researched, therefore providing a minimum amount of flexibility when there are other variables that are not included. During the process of analyzing data that has been received through questionnaires distributed using the SEM, significant results are not shown, where significant results are needed in order to show that the hypothesis stated is true, therefore reconstruction and modification of SEM was done. The total amount of data that has been received is not able to provide significant results and redistribution of questionnaires is needed for another batch of data to achieve the objective of this research. Data collected are fixed as well to people in Medan City, resulting in data that are biased towards the preference of people in Medan City, while each variable will provide different data depending on the area where the questionnaire is distributed.

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