



Volume 04, Issue 01, April 2025

Reinforce: Journal of Sharia Management

Faculty of Islamic Economic and Business

Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung
Jl. Mayor Sujadi Timur No. 46 Tulungagung Jawa Timur 66221 Indonesia

Website: <http://ejournal.uinsatu.ac.id/index.php/reinforce>

THE INFLUENCE OF PACKAGING, PRODUCT VARIATIONS, AND ELECTRONIC WORD OF MOUTH (E-WOM) ON CONSUMER BUYING INTEREST AT RAJA NYEMIL TULUNGAGUNG

Asmaul Khusna^{1*}, Galih Pradananta²

¹ Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung

*asmaul09022001@gmail.com



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License

Abstract: *The background of this research is by UMKM which are developing very rapidly, especially in the culinary sector. Business actors must be able to adapt to current developments and innovate in order to attract consumers so that their business is able to survive the threat of competitors, is able to take advantage of existing opportunities, and continues to develop amidst increasingly fierce business competition. The purpose of this research is to find out the influence of packaging, product variations and electronic word of mouth (E-WOM) on consumer buying interest at Raja Nyemil Tulungagung partially and simultaneously. The sample taken in the research was 68 respondents from Raja Nyemil Tulungagung consumers. A quantitative approach is used in this research and is an associative type of research. Using primary data, the data collection method is a questionnaire with a Likert scale. The analytical method used is the multiple linear regression test using the SPSS 16.0 application. The results of this research show that partially and simultaneously significant results were obtained which means that there is a positive and significant influence between packaging, product variety and Electronic Word of Mouth (E-WOM) on consumer buying interest in Raja Nyemil Tulungagung.*

Keywords: *Packaging; Product Variations; Electronic Word Of Mouth (E-WOM); and Consumer Buying Interest*

BACKGROUND

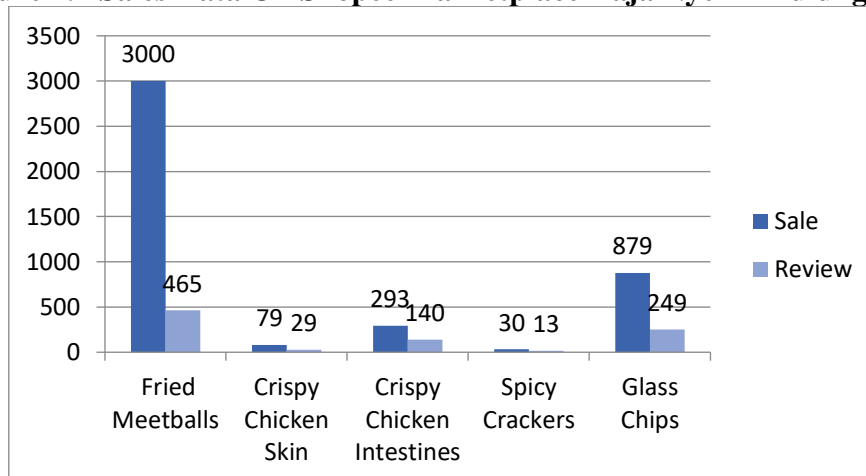
Competition in the business world is very tight in the current era of globalization. Therefore, companies are competing to always excel in terms of competition. Companies must be able to always adapt to the times in order to maximize strategies and be able to survive and develop their business.

The growth of the food and beverage industry in Indonesia shows a positive growth trend. In the global era, the industry in all countries becomes a global market

chain, this condition needs to be seen as an opportunity and a threat. Therefore, business actors must always keep up with developments and be able to continue to innovate in order to attract consumers so that their business can survive the threat of competitors, be able to take advantage of existing opportunities, and continue to grow amid this increasingly fierce business competition. There are several things that companies can pay attention to such as packaging, product variations, and electronic word of mouth. This is thought to be able to help in increasing consumer buying interest.

At this time, especially in Tulungagung Regency, many business people are building businesses as a source of income. One of these businesses is Raja Nyemil Tulungagung. Raja Nyemil Tulungagung is an industrial business that produces snack products favored by young people from the last few years.

Picture 1.1 Sales Data On Shopee Marketplace Raja Nyemil Tulungagung



Source: Data Raja Nyemil Tulungagung

Raja Nyemil Tulungagung has a marketplace on Shopee with the number of sales and reviews can be seen in the table above. One of the products reached 3,000 with approximately 465 reviews. But in reality, E-WOM or it can also be referred to as reviews sometimes do not match the truth of a product's information. Like there are people who want to bring down their business so they try to give bad reviews.

Table 1.1 Income Raja Nyemil Tulungagung at 2023

Month	Income
January	Rp 8.653.000
February	Rp 9.541.000
March	Rp 8.220.000
April	Rp 10.500.000
May	Rp 30.452.000
June	Rp 36.740.000

July	Rp	32.973.000
August	Rp	27.800.000
September	Rp	29.674.000
October	Rp	25.100.000
November	Rp	35.270.000
December	Rp	31.920.000

Source: *Data Raja Nyemil Tulungagung 2023*

The problem identification in this study is that changing packaging affects sales, variations that can attract buying interest, E-WOM can determine buying interest, especially on social media, and the importance of attracting consumer buying interest to increase sales. The purpose of this study was to determine the effect of packaging, product variations, and electronic word of mouth on consumer buying interest partially or simultaneously.

LITERATURE REVIEW

First, namely research conducted by Tika Afriyanti and Rose Rahmidani entitled "The Influence of Product Innovation, Packaging, and Product Variations on Buying Interest in Aice Ice Cream in Padang City". Second, namely research conducted by Zainullah with the title "The Influence of Packaging and Product Quality on Consumer Purchase Interest in Malang Layer Cake". Third, research conducted by Rika BR Gultom entitled "The Influence of Product Packaging and Taste on Buying Interest in Kokita Cooking Seasoning Products PT. Ikapharmindo in Medan". From these three studies, it can be concluded that packaging has a positive and significant effect on consumer buying interest. the similarities with the current research are using quantitative methods and using accidental sampling. While the difference is in the time and object of research.

Fourth, namely research conducted by Allya Ramadhina and Mugiono entitled "The Influence of Packaging Design, Product Variations, and Product Quality on Consumer Purchase Interest". Fifth, namely research conducted by MA. Baidowi entitled "The Influence of E-Marketing Strategy and Product Variations on Consumer Purchase Interest". The sixth, namely research conducted by Zurriati Imilia entitled "The Influence of Culinary Product Variations on Consumer Purchase Interest at the 5th Foot Location on Jalan Perniagaan Medan". This study shows that product variations has a positive and significant effect on consumer buying interest. The similarities of the three previous and current studies are that they use quantitative methods and have strong influence results. While the difference is in the time and

object of research. In addition, in the fourth previous study using purposive sampling while the current one uses accidental sampling. In the fourth and fifth previous studies there were additions and differences to the indicators used. In previous studies, the indicators of product variety were size, price, appearance and composition. Whereas in this study using size, price, appearance, and product availability. As well as in the sixth previous study using simple linear regression tests while this study used multiple linear regression tests.

Seventh, namely research conducted by Rafly Alfian Dwi Kurnia et.al. entitled “The Influence of Electronic Word Of Mouth and Product Innovation on Consumer Purchase Interest (Survey on Mcdonald's Indonesia Instagram Followers)”. Eighth, namely research conducted by Hasbi Lutfi Hamdan Abdul Gani et al entitled “The Influence of Electronic Word Of Mouth (E-WOM) and Product Innovation on Consumer Purchase Interest (Study on Xiaomi Smartphone Users in Garut City)”. Ninth, research conducted by Abad Amru Al Majid, Sumadi entitled “The Influence of Electronic Word Of Mouth and Brand Image on Consumer Attitudes and Purchase Interests of Clothing on E-Commerce in Yogyakarta”. In the three previous studies, it shows that electronic word of mouth has a positive and significant effect on consumer buying interest. The similarity between previous research and this study is that it uses quantitative methods. While the difference lies in the time and object of research. In addition, in the seventh previous study using simple linear regression tests and this study using multiple linear regression tests. in the eighth previous study using purposive sampling and this study using accidental sampling, and in previous studies only focused on consumers on instragram media while this study focused on WhatsApp, Shopee and Instagram. The last difference in the ninth previous study was using the AMOS version 26.0 application while this study used the SPSS version 16.0 application.

RESEARCH METHODS

Research Approach

This research adopts a quantitative approach, which emphasizes objective, measurable, rational, empirical, and systematic procedures. The study aims to test theories or hypotheses by translating variables into numerical data and analyzing them through statistical methods.

Type of Research

The study employs a causal associative research design, which investigates the influence of independent variables—**Packaging (X1)**, **Product Variations (X2)**, and **Electronic Word of Mouth (E-WOM) (X3)**—on the dependent variable, **Consumer Purchase Interest (Y)**, at Raja Nyemil Tulungagung.

Population, Sample, and Sampling Technique

The target population comprises consumers of Raja Nyemil Tulungagung. Given the unknown total population size, the sample was determined using the Lemeshow formula with a 90% confidence level and a 10% margin of error, resulting in a required sample size of 68 respondents. Sampling was conducted using a non-probability sampling technique, specifically accidental sampling, where respondents are selected based on availability and willingness to participate.

Data Sources, Variables, and Measurement Scale

The study utilizes primary data obtained directly from respondents through questionnaires. Variables are measured using a Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Validity and Reliability Tests

- **Validity Test:** All research items are deemed valid as the calculated correlation coefficients (r-count) exceed the critical value (r-table = 0.306).
- **Reliability Test:** The research instruments demonstrate high reliability with Cronbach's Alpha values exceeding 0.7, as shown below:

Data Collection Techniques and Research Instruments

Data Collection Techniques

Data were collected through:

- **Questionnaires:** Structured written questions or statements administered directly to respondents.
- **Documentation:** Collection of supporting secondary data, such as reports, letters, and meeting records.

Research Instruments

The research instruments consist of structured questionnaires based on operationalized indicators, as detailed previously.

Data Analysis Techniques

Classical Assumption Tests

- **Normality Test:** Conducted using the One-Sample Kolmogorov-Smirnov Test to ensure the residuals are normally distributed.
- **Multicollinearity Test:** To detect multicollinearity among independent variables; a good model should exhibit no strong intercorrelations.
- **Heteroscedasticity Test:** Performed using the Glejser Test to check for non-constant variance in residuals.

Multiple Linear Regression Analysis

A multiple linear regression model was employed to examine the relationship between independent variables (X1, X2, X3) and the dependent variable (Y).

Hypothesis Testing

- **t-Test (Partial Test):** Evaluates the individual impact of each independent variable on the dependent variable.
- **F-Test (Simultaneous Test):** Assesses the joint significance of all independent variables on the dependent variable.

Coefficient of Determination (R²)

The R² test measures the extent to which the independent variables explain the variance in the dependent variable. Higher R² values indicate stronger explanatory power.

RESULTS AND DISCUSSION

Normality Test

The normality test can be used to determine whether the distribution is under a normal curve or not. The method used in the normality test in this study is to use the One-Sample Kolmogorov-Smirnov Test method. Residuals are normally distributed if the significance value is more than 0,10 (Sig > 0,10).

Table 4.3
Normality Test Results

One Sample-Kolmogorov Smirnov Test	
Asymp. Sig. (2-tailed)	0,731

Source: Data processed by SPSS 16.0, 2024

From the normality test in table 4.3, it can be seen that the Asymp. Sig. (2-tailed) 0,731 > 0,10, so the conclusion is that the data in this study are normally distributed.

Multicollinearity Test

Multicollinearity test is used to test and to find out whether in a regression model there is a high relationship / correlation. A regression model that can be said to be good is that there should be no correlation.

1. If there is a value at tolerance $> 0,10$ or $VIF < 10,00$ it can be said that there is no multicollinearity.
2. If there is a value at tolerance $< 0,10$ or $VIF > 10,00$ it can be said that there is multicollinearity.

Table 4.4 Multicollinearity Test Results

	Collinearity Statistics	
	Tolerance	VIF
Packaging (X1)	0,518	1,929
Product Variations (X2)	0,431	2,320
Electronic Word Of Mouth (X3)	0,645	1,552

Source: Data processed by SPSS 16.0, 2024

Based on table 4.4, it is known that the Tolerance value is 0.518 (X1) 0.431 (X2) 0.645 (X3) > 0.10 and the VIF value is 1.929 (X1) 2.320 (X2) 1.552 (X3) < 10.00 , it can be concluded that there is no multicollinearity.

Heteroscedasticity Test

Heteroscedasticity is a residual variant that is not the same for all observations in the regression model. A good regression model should not have heteroscedasticity. This test uses the Glejser test method, namely if the significant value between the independent variable and the absolute residual is more than (Sig $> 0,10$), it can be stated that there is no heteroscedasticity and vice versa.

Table 4.5
Heteroscedasticity Test Results
Coefficients^a

	Sig
Packaging (X1)	0,768
Product Variation (X2)	0,273
Electronic Word Of Mouth (X3)	0,851

Source: Data processed by SPSS 16.0, 2024

Based on table 4.5, it is known that the significance value is 0,768 (X1) 0,273 (X2) 0,851 $> 0,10$, it can be concluded that there is no heteroscedasticity.

Multiple Linear Regression Test

Multiple linear regression test is an analysis that will connect two or more independent variables (free) with one dependent variable (bound). The goal is to measure the strength of the relationship or correlation between two or more variables. In this research, multiple linear regression tests were used to test the

relationship between packaging variables, product variations, and Electronic Word Of Mouth (E-WOM) with consumer purchase intention variables.

Tabel 4.6 Multiple Linier Regession Test Results
Coefficients^a

Model	B	t	Sig.
(Constant)	-2,027	-0,572	0,569
Packaging (X1)	0,309	2,645	0,010
Product Variations (X2)	0,281	2,228	0,029
Electronic Word Of Mouth (X3)	0,224	2,076	0,042

Source: Data processed by SPSS 16.0, 2024

Based on the multiple linear regression equation model in this study are:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = -2,027 + 0,309X_1 + 0,281X_2 + 0,224X_3 + e$$

Hypothesis Test

T Test

This t test is used in testing the hypothesis of the effect of the independent variable (free) individually on the dependent variable (bound). This t value is obtained from the regression coefficient output. The decision can be seen from if t count > t table or sig < 0.10 then the hypothesis is accepted.

Table 4.7 T Test Results
Coefficients^a

Model	t	Sig.
Packaging (X1)	2,645	0,010
Product Variations (X2)	2,228	0,029
Electronic Word Of Mouth (X3)	2,076	0,042

Source: Data processed by SPSS 16.0, 2024

The value of the t table based on the provisions $\alpha = 0,10$ and df (n-K) or (68-4) = 64 so that the t table value is 1,295. Based on table 4.7 above, it can be seen that the effect of each independent variable on the dependent variable is as follows:

- For the value of the packaging variable, namely sig 0,010 < 0,10 or t count 2,645 > t table 1,295, it means that H0 is rejected and H1 is accepted, so the conclusion is that partially there is an influence between packaging (X1) on consumer buying interest (Y).
- For the variable value of product variation, namely sig 0,029 < 0,10 or t count 2,228 > t table 1,295, it means that H0 is rejected and H2 is accepted, so the conclusion is that partially there is an influence between product variation (X2) on consumer buying interest (Y).

5. For the value of the electronic word of mouth variable, namely sig 0,042 < 0,10 or t count 2,076 > t table 1,295, it means that H0 is rejected and H3 is accepted, so the conclusion is that partially there is an influence between electronic word of mouth (X3) on consumer buying interest (Y).

F Test

This F test is used in testing the hypothesis of all independent variables included in the model that simultaneously or jointly affect the dependent variable and to determine the feasibility of the regression model. The F value is found in the ANOVA output. The decision can be seen from if Sig < 0,10 or F count > Ftable then the hypothesis is accepted.

Table 4.8 F Test Results ANOVA

Model	df	F	Sig.
<i>Regression</i>	3	22.716	.000 ^a
<i>Residual</i>	64		
Total	67		

Source: Data processed by SPSS 16.0, 2024

Judging from table 4.8 above, it shows that sig 0,000 < 0,10 and F count 22,716 > F table 2,17 then H0 is rejected and H4 is accepted, together (simultaneously) there is an influence between X1, X2 and X3 on Y. F tabel is obtained from the calculation of df1 = K (number of independent variables) means column 3 and df 2 = n - k = 68 - 3 = 65. So that

F tabel is obtained at 2,17. So the conclusion is that the packaging variables, product variations and electronic word of mouth have a joint or simultaneous effect and have a positive and significant effect on consumer buying interest Raja Nyemil Tulungagung.

Coefficient of Determination Test

The coefficient of determination is used to measure the ability of a model to explain the variation in the independent variable on the dependent variable. The coefficient of determination will be obtained by the formula = R² x 100%. Then the result will be the percentage of the contribution of the independent variable to the dependent variable, then if there is a remaining percentage, it means that it is influenced by other variables that are not used / included in the study.

Table 4.9 Determination Coefficient Test Results Model Summary

Model	R Square
-------	----------

1	0,516
---	-------

Source: Data processed by SPSS 16.0, 2024

Based on table 4.9 above, it shows the R Square value of 0.516 or equal to 51,6%, which means that X1, X2, and X3 together (simultaneously) affect Y, which is 51,6% while the remaining 48,4% is influenced by variables outside the study.

CONCLUSION

Based on the results of the study on the influence of Packaging, Product Variations, and Electronic Word of Mouth (E-WOM) on Consumer Buying Interest at Raja Nyemil Tulungagung, several conclusions can be drawn. First, Packaging was found to have a positive and significant effect on consumer buying interest, indicating that better packaging designs, quality, and innovations are closely associated with higher consumer attraction. Second, Product Variations also demonstrated a positive and significant impact, suggesting that diverse product offerings in terms of size, price, appearance, and availability contribute meaningfully to increasing consumer interest. Third, Electronic Word of Mouth (E-WOM) positively and significantly influences consumer buying interest, emphasizing the critical role of consumer reviews, interactions, and shared experiences in shaping purchase decisions. Furthermore, the findings reveal that Packaging, Product Variations, and Electronic Word of Mouth simultaneously exert a positive and significant combined influence on consumer buying interest, highlighting the importance of integrating product presentation, diversity, and digital consumer engagement to enhance market competitiveness.

REFERENCES

- Al Majid, A. A., & Sumadi. (2022). Pengaruh electronic word of mouth dan brand image terhadap sikap dan minat beli konsumen pakaian pada e-commerce di Yogyakarta. *Jurnal Mahasiswa Bisnis & Manajemen*, 1(2).
- Alvisca, N., & Pradananta, G. (2023). Brand Image sebagai Variabel Intervening Pengaruh Electronic Word of Mouth, Sponsor-Program Congruence, dan Product Placement Merek Kahi Pada Drama Korea Café Minamdang Terhadap Purchase Intention. *Reinforce: Journal of Sharia Management*, 2(2), 164-189. <https://doi.org/10.21274/reinforce.v2i2.8409>
- Bahri, S. (2018). *Metodologi penelitian bisnis*. Yogyakarta: ANDI.
- Ferdinand, A. (2014). *Metode penelitian manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.

- Firmansyah, A. (2019). *Pemasaran produk dan merek (Planning & Strategy)*. (tanpa tempat penerbitan): CV. Penerbit Qiara Media.
- Gani, H. L. H. A., et al. (2023). Pengaruh electronic word of mouth (E-WOM) dan inovasi produk terhadap minat beli konsumen (Studi pada pengguna smartphone Xiaomi di Kota Garut). *Journal of Entrepreneurship and Strategic Management*, 2(1).
- Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). e-WOM scale: Word-of-mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences*, 27(1), 5–23.
- Gultom, R. B. R. (2022). Pengaruh kemasan produk dan rasa terhadap minat beli produk bumbu masak Kokita PT. Ikapharmindo di Medan. (Skripsi, Universitas Medan Area, Medan).
- Imilia, Z. (2020). Pengaruh variasi produk kuliner terhadap minat beli konsumen pada lokasi kaki 5 di Jalan Perniagaan Medan. *Jurnal Bisnis Corporate*, 5(2).
- Indrasari, M. (2019). *Pemasaran & kepuasan pelanggan*. Surabaya: Unitomo Press.
- Jesika. (2019). Perkembangan industri nasional menuju industri tangguh 2035. *Jurnal Ilmiah Mahasiswa Universitas Surabaya*, 8(1).
- Kotler, P., & Keller, K. L. (2008). *Manajemen pemasaran* (Edisi 12, Jilid 2). Jakarta: PT Indeks.
- Kotler, P. (2009). *Manajemen pemasaran*. Jakarta: PT Indeks.
- Kurnia, R. A. D., et al. (2020). Pengaruh electronic word of mouth dan inovasi produk terhadap minat beli konsumen (Survey pada followers Instagram McDonald's Indonesia). *Jurnal Ekonomi Vokasi*, 4(1).
- MA Baidowi. (2021). Pengaruh strategi e-marketing dan variasi produk terhadap minat beli konsumen. *Jurnal Kompetitif*, 10(1).
- Pradananta, G., & Dana, B. S. (2025). Data-driven insights for tourism development in East Java using directed graphs. *Riemann: Research of Mathematics and Mathematics Education*, 7(1), 1–16.
- Pradananta, G., & Diniati, B. T. (2023). *Jaringan saraf tiruan sebagai alternatif analisis regresi linier berganda* (Vol. 1, hlm. 149). Biru Atma Jaya.
- Ramadhina, A., & Mugiono. (2022). Pengaruh desain kemasan, variasi produk, dan kualitas produk terhadap minat beli konsumen. *Jurnal Manajemen Pemasaran dan Perilaku Konsumen*, 1(1).
- Sugiyono. (2013). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.

Yunus, U. (2019). *Digital branding: Teori dan praktik*. Bandung: Simbiosis Rekatama Media.

Zainullah. (2019). Pengaruh kemasan dan kualitas produk terhadap minat beli konsumen kue lapis Malang. (Skripsi, UIN Maulana Malik Ibrahim, Malang).