



Analysis of The Influence of Online Selling, Digital Brand Image and Digital Promotion on Purchase Intention of Instant Noodle Products

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Abstract

This research aims to analyze the influence of brand awareness, sales promotions, online advertising, and product attributes on purchase intentions. This research uses a conclusive research design with a descriptive research design. This research data sampling is classified as a single-cross-sectional design. The data collection method is in the form of a questionnaire. This research uses Lisrel to carry out SEM measurements. The research results succeeded in proving that there is a positive influence between brand awareness and sales promotion on purchase intention. Meanwhile, online advertising and product attributes were found not to influence purchase intention. Therefore, it is important for companies that have large advertising costs to improve these factors in various ways. Based on the research results, there are several conclusions that can be drawn. First, product attributes such as taste, packaging, price, and ease of cooking do not have a significant influence on purchase intentions. This shows that the characteristics of the product are not the main factors considered by consumers before making a purchase. Second, online advertising does not have a positive influence on purchase intentions. This may be caused by a lack of attractive and trustworthy advertising messages, according to consumer perception. Third, sales promotions, such as discounts or additional portions, have a significant positive influence on purchase intentions. This shows that consumers tend to be more interested in buying if there is an attractive promotional offer. Finally, brand awareness of the product has a significant influence on purchase intention. This shows that consumers' ability to recognize a brand has an impact on their tendency to buy that product.

Keywords: Product Attributes, Online Advertising, Sales Promotion, Brand Awareness, Purchase Intention.

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1. Introduction

In certain situations, many people want food that is delicious and served quickly, whether because of an urgent need, because they are too lazy to cook, or because they have limited time. Instant food is a practical solution for providing dishes that meet these needs [1]. Instant food is generally pre-cooked and dried during the production process, so just add water or other ingredients according to the instructions to serve it. The most common types of instant food are made from wheat or wheat-based raw materials, such as oatmeal, cereal, instant noodles, and so on [2]. The instant food production process involves steps such as mixing ingredients, processing, drying and packaging. In this way, instant food can be stored for a long time without having to worry about damage or loss of quality. The ease of serving instant food makes it popular among various levels of society, whether for a quick breakfast, a packed lunch at the office, or as an alternative when there is no time or energy to cook. Even though it is practical, it is important to pay attention to the nutritional value and additional ingredient content in instant food to maintain health and nutritional balance [3].

Instant noodles have become one of the instant foods that are very popular with various groups throughout the world. More than 110 billion servings of instant noodles were consumed, showing their high popularity in the global market [4]. One of the main factors that makes instant noodles so popular is the ease of serving them and the various flavors that people in various countries like. Each country has its own unique instant noodle flavors according to local tastes. For example, cheese flavors are popular in Europe and America, masala in South Asia, and vegetable sauces are popular with vegetarians in India, Nepal, Europe and America. This diversity makes instant noodles an attractive choice for consumers who want to try new taste sensations [5]. Apart from that, affordable prices are also a strong reason why instant noodles are so popular. The relatively cheap price makes it an economical choice for many people, especially in difficult times or when they want to meet their food needs quickly and easily [6]. However, it is important to remember that some instant noodles contain monosodium glutamate (MSG) as an additional ingredient to improve taste. Although MSG can make instant noodles taste

more delicious, excessive consumption can have a negative impact on health. Therefore, it is important to consume instant noodles wisely and in balance and to choose products that contain healthier ingredients [7].

The potential for growth in the food and beverage industry in Indonesia is very large and can be utilized optimally. One example is the increasing popularity of instant noodles among Indonesian people [8]. Indonesia is even the second-largest consumer of instant noodles in the world, with the number reaching 15 billion in certain years. The success of instant noodles in gaining great popularity in Indonesia can be an inspiration for other food and beverage industry players to continue to innovate in creating products that suit the tastes and needs of the local market [9]. For example, developing unique and attractive flavor variants, using quality local ingredients, and improving packaging and brand image that are attractive to consumers. Apart from that, increasing consumer awareness of the importance of health can also be an opportunity for the food and beverage industry to develop healthier and more nutritious products [10]. This can be done by reducing the use of additional ingredients that are potentially dangerous to health, increasing the nutritional content of products, and providing clear and accurate information regarding the nutritional value of products to consumers [11]. By exploiting this growth potential, it is hoped that the food and beverage industry in Indonesia can continue to develop and make a positive contribution to the country's economy and the welfare of society as a whole [12].

Indonesia had been experienced a rice crisis, which resulted in rice shortages and prices soaring. To overcome the crisis, the government began pushing advertising campaigns highlighting the advantages of instant noodles and bread as substitutes for rice [13]. This advertising campaign was carried out through television and cinema to increase public awareness of alternatives to rice that are more practical and economical. With this campaign, consumption of instant noodles and bread has increased rapidly in Indonesia as a solution to the rice crisis. The rice crisis is also became a trigger for the most well-known instant noodle producer in Indonesia to continue developing its products [14]. With the increase in demand and popularity of instant noodles, manufacturers have begun to innovate by creating various and attractive flavor variants for consumers [15]. Since then, instant noodles have become an important part of Indonesian food culture and continue to be one of the most popular food products to this day [16][17].

Serving processed instant noodles as the main menu in food stalls in Indonesia has become an attractive business for many people, especially the lower middle class [18]. Affordable menu prices make instant noodles a popular choice for many people looking for fast, practical and filling food [19]. In instant noodle shops, visitors can usually ask for additional toppings such as eggs, vegetables, or corned beef to add flavor and nutritional value to their instant noodle dishes [20]. Apart from that, serving instant tea and coffee is also a drink menu that is usually available at instant noodle shops, so that visitors can enjoy their dishes with drinks that suit their tastes [21]. The instant noodle shop business has made instant noodles easier to find and is increasingly embedded in local Indonesian culinary culture. Instant noodle stalls are not only a practical place to eat but have also become part of the lifestyle and eating habits of Indonesian people, especially for those who are looking for food alternatives that are fast, economical and still delicious.

2. Research Methods

This research uses a conclusive research design, which aims to assist decision-making in certain situations, test a series of hypotheses, and observe certain relationships. Specifically, this research is classified as descriptive research design, which aims to describe the characteristics or functions that exist in the market. In terms of time, this research uses a cross-sectional design approach, which collects data or information at a certain time. Furthermore, this research is a single cross-sectional design that takes data from one sample that represents the target population. The data collection method was carried out through a questionnaire with structured questions. Data validity was measured using four measures, namely the Kaiser Meyer-Olkin, Measure of Sampling Adequacy, Barlett's Test of Sphericity, Anti-Image Matrice, and Factor Loading of Component Matrix. Data analysis in this study used Lisrel software version 8.8. to carry out structural equation modeling measurements to test the proposed hypothesis. Thus, this research can provide a deeper understanding of the relationship between the variables studied in the context of decision-making in the market.

3. Results and Discussion

The results of the structural model test show that the product attributes variable does not have a significant influence on purchase intention. This finding is interesting because it contradicts the results of previous research, which found a relationship between product attributes and purchase intention for instant noodle products. This indicates that respondents in this study did not prioritize the characteristics of instant noodle products, such as ease of cooking, packaging, taste and price, as the main factors in making purchasing decisions. One interpretation of these findings is that there is a possibility of consumer boredom or confusion due to the large number of instant noodle producers in Indonesia offering products with relatively similar characteristics and quality. This makes it difficult for potential consumers to differentiate products based on product attributes alone, so other factors such as brand awareness or sales promotion may influence their purchasing decisions more. In

this context, there is a need for a more creative marketing strategy that focuses on product differentiation to attract consumer attention and increase purchase intention. For example, instant noodle manufacturers can focus on developing unique flavors, attractive packaging innovations, or more aggressive promotional strategies to differentiate their products from competitors and increase consumer interest in purchasing.

The results of the structural model test show that the online advertising variable does not have a significant influence on purchase intention. This finding is interesting because it contradicts the results of previous research, which shows that online advertising has a positive influence on purchase intention. The theory that supports the positive relationship between online advertising and purchase intention is that through online advertising, a person can gain better knowledge about the product, thereby increasing consideration for making a purchase. However, the results of this research show that respondents feel that online advertising is not effective enough in conveying good, pleasant, trustworthy and efficient information to increase their intention to buy. The causes of this finding could come from various factors. One of them is the possibility that online advertising is not interesting enough or less relevant to the target market. Apart from that, it could also be because the excess information provided in the advertisement makes consumers confused or feel unsure about buying the product. To increase the effectiveness of online advertising in influencing purchase intention, it is necessary to carry out an in-depth evaluation of the advertising strategy and content used. Manufacturers or marketers can try to optimize their advertising by conveying clearer, more interesting and relevant information to potential consumers so as to increase consumer trust and interest in purchasing products.

The results of the structural model test, which show the significant influence of the sales promotion variable on purchase intention, provide an interesting picture in the marketing context. This finding is in line with the results of previous research, which also revealed a positive relationship between sales promotion and purchase intention, especially in the form of price discount promotions. Respondents' sensitivity to price and the influence of discount promotions or additional portions emphasize the importance of an effective sales promotion strategy in influencing purchasing decisions. The theory that supports price discount promotions can increase consumers' desire to buy products because they provide added value and the opportunity to save money has been proven in the context of this research. In an increasingly competitive world, producers or marketers need to pay attention to sales promotion strategies that can attract consumer attention and make their products more affordable. Given these findings, marketing strategies that focus on interesting and relevant promotions, such as price discounts or bundling packages with added value, can help increase consumer interest in purchasing products. This shows the importance of adapting to consumer trends and needs as well as the ability to innovate in the face of intense market competition. Thus, effective and creative marketing strategies are the key to influencing consumer purchasing decisions and increasing product sales.

The results of the structural model test, which show the significant influence of the brand awareness variable on purchase intention, provide a deep understanding of the importance of brands in consumer purchasing decisions. These findings are not only consistent with previous research results but also underscore the important role of brand awareness in influencing consumers' intentions to purchase products. Brand awareness is not just about making a brand known but also creating a strong attraction for consumers. When consumers recognize a brand and have knowledge about the product's advantages, brand reputation, or brand values, they tend to be more interested in purchasing the product. This illustrates how important it is to build a positive and strong brand image in consumers' minds. In an era of intense competition, marketing strategies that prioritize increasing brand awareness are becoming increasingly important. Through advertising, promotions and other branding activities, producers or marketers can strengthen their brand image in the eyes of consumers and increase consumer trust and interest in purchasing their products. Therefore, investing in an effective marketing strategy to increase brand awareness can be the key to success in increasing purchase intention and product sales.

The results of research that successfully prove the positive influence of brand awareness and sales promotion on purchase intention provide valuable insight for companies in developing their marketing strategies. These findings emphasize the importance of brand awareness and sales promotion in influencing consumer purchasing decisions. On the other hand, the results show that online advertising and product attributes do not influence purchase intention and provide important input for companies. Even though they have large advertising costs, companies need to reconsider their marketing strategies regarding online advertising and product attributes. Possibly, there is a need to change the approach to online marketing and improve product attributes to better suit consumer wants and needs. Thus, companies need to improve factors that are proven to have a positive influence on purchase intention, namely brand awareness and sales promotion. This can be done in various ways, such as increasing brand visibility, increasing interaction with consumers via social media, or holding attractive promotions. By strengthening these factors, companies can increase the attractiveness of their products in the eyes of consumers and generate significant increases in sales.

Based on the SP1 indicator, which shows that consumers tend to buy when there is a discount, companies can plan a more effective discount strategy. Discounts at certain times, such as during the celebration of Independence Day of the Republic of Indonesia, can be the right choice. For example, a company can create a

product bundle package. Consumers tend to be more interested in buying the product if the discount has a special meaning or reason, such as in celebration of a big holiday. A discount strategy, accompanied by good reasons, can increase consumer purchasing decisions. Therefore, planning a discount strategy that is attractive and relevant to a specific context can be a step worth trying for companies. In addition, the S2 indicator, which indicates consumers are satisfied with promotions, shows the need for occasional promotions to maintain consumer interest. One form of interesting promotion is by presenting special limited edition bundles. Companies can create similar promotions by including various attractive bonuses, such as A3 posters, CD singles, and t-shirts with images of public figures that are trending or that have a strong appeal to consumers. With creative and attractive promotional strategies like this, it is hoped that companies can maintain consumer interest and increase their purchasing decisions.

The S3 indicator indicates that consumers tend to use discount coupons if the opportunity arises, providing clues for companies to plan more effective marketing strategies. One suggestion that can be implemented is to create discount coupons on online shopping platforms that are recommended to users. In this way, consumers will more easily find out about the existence of discount coupons and will be more likely to take advantage of them when shopping. This strategy can help companies increase consumer interest in making purchases and provide a more enjoyable shopping experience for consumers. The S4 indicator, which indicates that consumers like extra portions, provides valuable suggestions for companies to develop more attractive marketing strategies. One suggestion that can be implemented is to create promotions for large-portion variants that offer more instant noodles. Apart from that, the company can also develop premium instant noodle variants with more side dishes, such as chicken or mushrooms, than competitors. Considering that there are several competitors who already have instant noodle variants with extra portions, researchers suggest that companies focus more on developing extra side dish variants that are likely to be more attractive to consumers. With this strategy, it is hoped that companies can increase consumer interest in buying their products and differentiate themselves from competitors in the market.

Based on the D1 indicator, which shows that consumers tend to choose well-known brands, companies can take further steps to increase the fame of their brands. One strategy that can be implemented is to strengthen the advertising media used. From the results of the questionnaire conducted, it appears that YouTube is underused as an advertising medium by respondents, in contrast to social media and television, which are more frequently used. Therefore, companies may consider increasing the frequency of advertising on YouTube or expanding their advertising targets on this platform. In addition, to expand reach and increase popularity, companies can also consider adding other advertising media, such as music streaming platforms such as Spotify. Becoming a sponsor for certain events or television programs can also be an effective strategy for increasing company brand exposure. In this way, companies can strengthen their brand image in the eyes of consumers, thereby increasing consumer trust and interest in buying their products.

To strengthen the perception of instant noodle product quality and increase brand awareness among consumers, companies can implement a more integrated and content-based marketing strategy. The first step is to involve more online content creators, such as YouTubers and bloggers, to conduct instant noodle product reviews. Companies can provide incentives or profitable collaborations to encourage them to create interesting and informative content about instant noodle products. Additionally, businesses can increase the quantity and variety of content that these content creators post on social media sites like Instagram. In this way, messages about product quality and superiority can be conveyed more effectively to a wider audience. Additionally, the integration of reviews and promotional content into other media platforms, such as television and Twitter, can also expand audience reach and increase brand exposure. Apart from that, companies can also consider paid marketing strategies on social media and other online platforms to reach a more specific target audience and strengthen their brand image. By taking these steps, it is hoped that companies can strengthen consumer perceptions of the quality of instant noodle products and increase consumer trust and loyalty towards their brand.

To strengthen brand reputation in consumers' minds, companies can take several strategic steps that are more attractive and creative in their advertising communications. The first step is to maintain the quality of their instant noodle products and continue to improve them so that their brand reputation is maintained. Furthermore, companies can strengthen their brand image by using advertising communications that are more interesting and entertaining. One strategy that can be used is to utilize entertainment elements such as music, stories and popular culture in their advertisements. For example, companies can create advertisements with catchy song lyrics or have interesting story themes, such as in popular Korean dramas. By featuring dramatic camera angles and emotional dialogue, these ads can create a strong impression on consumers and help the product become known as a brand that has quality products and attractive advertising. Apart from that, companies can also utilize social media and other online platforms to expand the reach of their advertising. By promoting on platforms such as Instagram, Twitter, and YouTube, companies can reach a wider target audience and strengthen their brand image. With creative and attractive advertising communication strategies like this, it is hoped that companies can strengthen their brand reputation and increase consumer trust and loyalty towards their instant noodle products.

4. Conclusion

Based on the research results, it can be concluded that several factors have different influences on consumer purchase intentions towards instant noodle products. First, product attributes such as taste, packaging, price and ease of cooking do not have a significant influence on purchase intention. This shows that consumers do not prioritize product characteristics when deciding to buy. Second, online advertising also does not have a significant influence on purchase intention. Consumers feel that online advertising lacks compelling and trust-building messages. On the other hand, sales promotions such as discounts or additional portions have a significant influence on purchase intention. Consumers tend to be more interested in buying if there are attractive promotions, showing their sensitivity to price. Lastly, brand awareness has a significant influence on purchase intention. Consumers' ability to recognize brands and products influences their purchasing decisions. From this conclusion, it can be suggested that companies need to pay attention to more effective and attractive marketing strategies to increase consumer purchase intention. Promotional strategies such as discounts or additional portions can be more focused, while online advertising needs to improve its messages to make them more attractive and trustworthy. Apart from that, strengthening brand awareness through various means can help increase consumer confidence and their purchasing intentions towards instant noodle products. To increase the role of sales promotion on purchase intention, companies can plan discounts that are more related to specific meanings. For example, creating limited edition bundling that provides added value to consumers or creating exclusive discount coupons that can be used on online shopping platforms that are widely used by the target market. Apart from that, companies can also consider creating attractive promotions, such as promotions for extra portions of side dishes for their premium instant noodle variants. Meanwhile, to increase the role of brand awareness in purchase intention, companies can increase and strengthen the frequency of advertising media they use. By increasing brand exposure through the right advertising medium, companies can be better known to potential consumers. Apart from that, companies can also collaborate with more content creators on the internet to review their products. Companies can increase their brand awareness and reach a wider audience by utilizing the content these creators produce. Apart from that, creating attractive advertisements with entertainment elements can also be an effective strategy to attract consumer attention and strengthen the brand image in the eyes of consumers.

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