



**THE EFFECT OF PACKAGING DESIGN, PRODUCT QUALITY, AND
BRAND IMAGE ON BUYING INTEREST IN WILA PRODUCTS IN
SURABAYA CITY**

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Abstract

This study aims to analyze the influence of packaging design, product quality, and brand image on consumer purchasing interest in Wila, a healthy snack made from pumpkin. With the increasing trend of healthy lifestyles, consumers are now more selective in choosing products, including in the snack category. Wila is present as a local healthy snack solution that prioritizes nutritional value and sustainability. This study uses a quantitative approach by distributing questionnaires to 100 respondents who have known or tried Wila products. The sampling technique used was purposive sampling, and the analysis method used was multiple linear regression through SPSS. The results of the study indicate that packaging design, product quality, and brand image partially and simultaneously have a significant effect on consumer purchasing interest.

Keywords: Packaging Design, Product Quality, Brand Image, Purchase Interest



INTRODUCTION

The food and beverage industry are one of the fastest-growing sectors globally, driven by increasing consumer awareness of healthy lifestyles, environmental sustainability, and nutritional balance (Euromonitor International, 2023). This shift in consumption patterns marks a shift from conventional foods to healthy, natural-based foods. Demand for healthy snack products has also increased significantly. According to a report by Neurosensum Indonesia (2024), consumer interest in sugar-free snacks increased from 16.4% to 31% in just the past year. This data demonstrates a trend toward "conscious snacking," where consumers consider not only taste but also the safety, nutritional content, and sustainability of the products they consume.

Peningkatan Minat terhadap Camilan Bebas Gula (2023-2024)

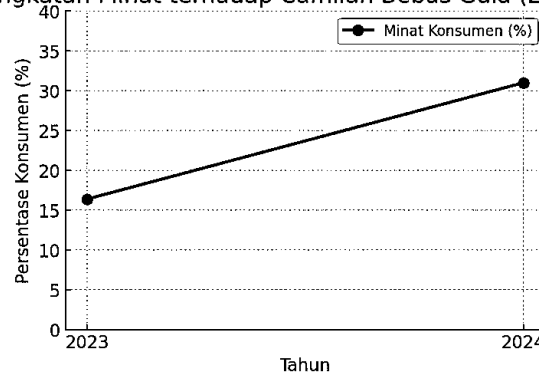


Figure 1.

Increasing Interest in Sugar-Free Snacks Source: Neurosensum Indonesia (2024)

In this context, Wila presents itself as an innovative healthy snack product based on wingko, with pumpkin as the main ingredient. This product not only promotes nutritional and health value but also empowers local farmers as part of its supply chain. Wila is designed to address the nutritional challenges of society and modern lifestyle trends, by prioritizing functional packaging, natural product quality, and a brand image that supports the concept of sustainability.



However, in market realities, many local products like Wila still face challenges in increasing consumer purchasing interest widely. Based on previous research, several factors significantly influence consumer purchasing interest, including packaging design, product quality, and brand image (Kotler & Keller, 2020; Underwood & Klein, 2021; Ramadhina & Mugiono, 2022). Aesthetic and informative packaging design is believed to attract consumers' attention at the point of sale. Furthermore, product quality is a key determinant of satisfaction and loyalty, while brand image plays a role in shaping consumer perceptions and trust in the product (Schiffman & Kanuk, 2020; Solomon, 2021).

Although numerous studies have explored the relationship between these three variables and consumer purchasing behavior, few have specifically examined them in the context of local, naturally-based healthy snack products, such as Wila. Research conducted by Ramadhina and Mugiono (2022) on Bluder Cokro, and by Rosario et al. (2025) on Hanasui beauty products, did indeed demonstrate that packaging design and brand image influence purchase intention. However, no studies have yet been found that combine these three key variables in the context of innovative traditional healthy foods. This creates a relevant and important research gap worth exploring.

Based on this background, this study aims to determine the influence of packaging design, product quality, and brand image on consumer purchasing interest in Wila products. This research is expected to provide theoretical contributions to the development of marketing science, as well as practical contributions for local businesses in designing appropriate strategies to increase the competitiveness of their products. This study used a quantitative approach, by



distributing questionnaires to 100 respondents selected through a purposive sampling technique.

Respondents were consumers aged 18–45 years who had experience or interest in healthy food products. The study was conducted from March to April 2025, with a distribution area covering Surabaya and its surroundings. The analysis technique used was multiple linear regression using SPSS software, to determine the simultaneous and partial relationships between the independent variables and the dependent variable. With this approach, this study is expected to not only provide an overview of consumer behavior towards Wila but also serve as a reference in formulating data-driven marketing strategies to strengthen the presence of local products in the Indonesian healthy food market.

LITERATURE REVIEW

Marketing

Marketing is a managerial and social process by which individuals and groups obtain what they need and want through creating and exchanging products of value (Kotler & Keller, 2020). In the modern era, marketing focuses not only on products and their sales, but also on building long-term relationships with customers through a deep understanding of their needs (Chaffey & Ellis-Chadwick, 2022).

Marketing Management

Marketing management is the art and science of selecting target markets and acquiring, retaining, and growing customers through the creation of superior customer value (Kotler & Armstrong, 2021). Companies need to adapt their



marketing strategies to changing consumer behavior, particularly in food and beverage products that are competitive and sensitive to lifestyle trends.

Marketing Mix

The marketing mix is a combination of various strategic elements that companies use to influence demand for products or services. Kotler and Keller (2020) identify four main elements in the marketing mix: product, price, place, and promotion, known as the 4Ps. The goal of the marketing mix is to deliver value to consumers through the right combination of marketing strategies. In the context of healthy food products, the 4Ps help manufacturers create product positioning that aligns with the growing healthy lifestyle (Armstrong et al., 2022).

Consumer Behavior

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, use, and evaluate products or services to satisfy needs and wants (Solomon, 2021). In the context of healthy food, consumers tend to be more rational in considering composition, safety, and brand image Product. According to Schiffman and Kanuk (2020), factors that influence consumer behavior include:

- a. Psychological factors (motivation, perception, learning)
- b. Personal factors (age, occupation, lifestyle)
- c. Social factors (reference groups, social status)
- d. Cultural factors (culture and values adopted)

Then there's the consumer purchasing process, which generally consists of five stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Kotler & Keller, 2020). In a product like



Wila, packaging design, product quality, and brand image influence each stage, especially the evaluation and purchase decision.

Packaging Design

Packaging design is a crucial element that not only protects the product but also serves as a visual communication tool for consumers. Underwood and Klein (2021) state that packaging is a crucial medium for conveying brand image and enhancing product value in the eyes of consumers. Color, shape, labeling, and packaging materials can influence perceptions and purchasing decisions. Research by Ramadhina and Mugiono (2022) shows that packaging design has a significant influence on purchasing intention, particularly for local food products seeking to increase market appeal.

Product Quality

Product quality is the degree to which a product meets consumer needs or desires. Zeithaml (2020) states that perceived quality plays a significant role in influencing consumer satisfaction and loyalty. Healthy food products are assessed based on taste, texture, nutritional content, and ingredient safety. Studies by Berti et al. (2023) and Permata Sari et al. (2023) found that product quality directly influences consumer purchasing decisions, particularly for food and beverage products.

Brand Image

Brand image refers to consumers' perceptions of a brand based on experiences, promotions, and associations formed in their minds (Aaker, 2021). According to Kotler and Keller (2020), a strong brand image can build trust and differentiate a product from competitors. Research by Rosario et al. (2025) and Juniarta & Pratwita Sari (2023) demonstrates that brand image significantly



contributes to purchase intention, especially when it reflects values such as health, trust, and sustainability.

Purchase Interest

Purchase intention is a consumer's psychological tendency to respond to a product through an intention or plan to purchase. According to Schiffman and Kanuk (2020), purchase intention is the result of the interaction between consumer motivation, product perception, and brand attitude. Factors such as packaging design, product quality, and brand image play a crucial role in driving purchase intention. Research by Noviana et al. (2023) and Ramadhina and Mugiono (2022) confirms that purchase intention increases significantly when consumers perceive the emotional and functional value of the product being offered. The research method provides an overview of the research design, including, among other things: the procedures and steps to be taken, the research timeframe, data sources, and the steps by which the data is obtained, processed, and analyzed.

RESEARCH METHOD

This research is an associative study with a quantitative approach, namely research whose data is in numerical form and analyzed using statistical methods to examine the influence of packaging design, product quality, and brand image on consumer purchasing intention (Wijaya & Dewi, 2022). Researchers tested theories by measuring variables in numerical form, which were then analyzed using statistical procedures. The survey was conducted by distributing an online questionnaire to 100 respondents selected through a purposive sampling technique. The respondent criteria were: domiciled in Surabaya and its



surrounding areas, aged 18–45 years, having purchasing power and the ability to make purchasing decisions, showing interest in healthy food and natural-based products, and having interacted with Wila products through digital channels or offline events. The questionnaire was structured based on indicators for each variable and used a 5-point Likert scale, from "strongly disagree" to "strongly agree."

The data analysis technique used was multiple linear regression with the help of the latest version of SPSS software to determine the simultaneous and partial effects of packaging design, product quality, and brand image variables on consumer purchasing intention. By applying this method, it is hoped that the research results will not only contribute to the development of marketing theory but also provide practical insights for Wila in developing more effective and data-driven marketing strategies.

RESULTS AND DISCUSSION

Based on the results of multiple linear regression analysis conducted on 100 respondents, the coefficient of determination (R^2) value was obtained at 0.643. This shows that the variables of packaging design (X1), product quality (X2), and brand image (X3) together can explain 64.3% of the variability in consumer purchasing interest (Y) towards Wila products, while the remaining 35.7% is explained by other variables not examined in this study.

Validity Test Results

According to Sugiyono (2017), a study can be considered valid if there is a correspondence between the data obtained and the actual conditions that occurred during the research process. Validity is tested by analyzing the correlation between the values obtained from respondents or participants. In this



study, the validity test was conducted using IBM SPSS version 26 software, with a significance level set below 0.05.

This study used 100 respondents (N = 100). The determination of the r table was carried out based on a two-way test with a significance level of 0.05. The calculation used the formula $df = N - 2$, so that $df = 100 - 2 = 98$ was obtained. Based on the results of this calculation, the r table value used in the validity test was set at 0.196. The results of the validity test are presented in the following table:

Table 1.
Validity Test Results

| Packaging Design (X1) | | | | |
|------------------------------|-----------------|----------------|---------------|--------------------|
| Indicator | Item No. | Rhitung | Rtable | Information |
| Visual Appeal | Item 1.1 | 0.504 | 0.196 | Valid |
| | Item 1.2 | 0.642 | 0.196 | Valid |
| | Item 1.3 | 0.529 | 0.196 | Valid |
| Clarity of Information | Item 1.4 | 0.552 | 0.196 | Valid |
| | Item 1.5 | 0.629 | 0.196 | Valid |
| | Item 1.6 | 0.645 | 0.196 | Valid |
| Functionality | Item 1.7 | 0.689 | 0.196 | Valid |
| | Item 1.8 | 0.674 | 0.196 | Valid |
| | Item 1.9 | 0.272 | 0.196 | Valid |
| Alignment with Brand Image | Item 1.10 | 0.613 | 0.196 | Valid |
| | Item 1.11 | 0.535 | 0.196 | Valid |
| | Item 1.12 | 0.623 | 0.196 | Valid |
| Product Quality (X2) | | | | |
| Indicator | Item No. | Rhitung | Rtable | Information |
| Product Performance | Item 2.1 | 0.441 | 0.196 | Valid |
| | Item 2.2 | 0.527 | 0.196 | Valid |
| | Item 2.3 | 0.606 | 0.196 | Valid |
| | Item 2.4 | 0.646 | 0.196 | Valid |



| | | | | |
|---------------------------------------|-----------------|----------------|---------------|--------------------|
| Customer Satisfaction | Item 2.5 | 0.636 | 0.196 | Valid |
| | Item 2.6 | 0.436 | 0.196 | Valid |
| Brand Reputation | Item 2.7 | 0.681 | 0.196 | Valid |
| | Item 2.8 | 0.550 | 0.196 | Valid |
| | Item 2.9 | 0.467 | 0.196 | Valid |
| Product Durability | Item 2.10 | 0.502 | 0.196 | Valid |
| | Item 2.11 | 0.534 | 0.196 | Valid |
| | Item 2.12 | 0.571 | 0.196 | Valid |
| Security and Trust | Item 2.13 | 0.597 | 0.196 | Valid |
| | Item 2.14 | 0.571 | 0.196 | Valid |
| | Item 2.15 | 0.264 | 0.196 | Valid |
| Brand Image (X3) | | | | |
| Indicator | Item No. | Rhitung | Rtable | Information |
| Brand Awareness | Item 3.1 | 0.464 | 0.196 | Valid |
| | Item 3.2 | 0.557 | 0.196 | Valid |
| | Item 3.3 | 0.607 | 0.196 | Valid |
| Perceived Value | Item 3.4 | 0.619 | 0.196 | Valid |
| | Item 3.5 | 0.561 | 0.196 | Valid |
| | Item 3.6 | 0.528 | 0.196 | Valid |
| Brand Trust | Item 3.7 | 0.591 | 0.196 | Valid |
| | Item 3.8 | 0.596 | 0.196 | Valid |
| | Item 3.9 | 0.642 | 0.196 | Valid |
| Brand Preference | Item 3.10 | 0.606 | 0.196 | Valid |
| | Item 3.11 | 0.338 | 0.196 | Valid |
| | Item 3.12 | 0.404 | 0.196 | Valid |
| Emotional Connection | Item 3.13 | 0.327 | 0.196 | Valid |
| | Item 3.14 | 0.495 | 0.196 | Valid |
| | Item 3.15 | 0.307 | 0.196 | Valid |
| Consumer Purchase Interest (Y) | | | | |
| Indicator | Item No. | Rhitung | Rtable | Information |
| Interest in Products | Item 4.1 | 0.600 | 0.196 | Valid |
| | Item 4.2 | 0.540 | 0.196 | Valid |



| | | | | |
|---------------------------|----------|-------|-------|-------|
| | Item 4.3 | 0.641 | 0.196 | Valid |
| Desire to Try the Product | Item 4.4 | 0.581 | 0.196 | Valid |
| | Item 4.5 | 0.681 | 0.196 | Valid |
| | Item 4.6 | 0.674 | 0.196 | Valid |
| Decision to Purchase | Item 4.7 | 0.572 | 0.196 | Valid |
| | Item 4.8 | 0.363 | 0.196 | Valid |
| | Item 4.9 | 0.314 | 0.196 | Valid |

(Source: Data processed from SPSS, 2025)

In the table results above, the validity test results show that all calculated r values are > r table with a significant value < 0.05. Therefore, it can be concluded that all statement items in this research questionnaire are valid, so they can be used as a research instrument..

Reliability Test Results

Reliability testing in this study was conducted using SPSS software, which serves as a statistical analysis tool to measure the level of data reliability. One method used was Cronbach's Alpha (α), a popular technique for testing the internal consistency of a variable. A variable is considered reliable if its Cronbach's Alpha value is greater than 0.6. The results of the reliability test are presented in the following table.:

Table 2.
Reliability Test

| No. | Variables | Cronbach Alpha | Information |
|-----|-----------------------|----------------|-------------|
| 1. | Packaging Design (X1) | 0.812 | Reliable |
| 2. | Product Quality (X2) | 0.821 | Reliable |
| 3. | Brand Image(X3) | 0.800 | Reliable |
| 4. | Purchase Interest (Y) | 0.720 | Reliable |

(Source: Data processed from SPSS, 2025)



Based on the data from Table 2 above, it shows that Packaging Design (X1), Product Quality (X2), Brand Image (X3), and Purchase Intention (Y) have a Cronbach's Alpha (α) value greater than 0.60. Therefore, it can be concluded that all variables are declared reliable and can be used as research instruments.

Simultaneous Test Results (F)

The following are the results of the simultaneous test analysis as follows:

Table 3
Simultaneous Test Results (F)

| ANOVA | | | | | | |
|---|------------|----------------|----|-------------|--------|-------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 768,469 | 3 | 256.156 | 34,719 | .000b |
| | Residual | 708,291 | 96 | 7,378 | | |
| | Total | 1476,760 | 99 | | | |
| A. Dependent Variable: Consumer Purchase Interest | | | | | | |
| B. Predictors: (Constant), Brand Image, Product Quality, Packaging Design | | | | | | |

(Source: Data processed from SPSS, 2025)

Based on the results of table above, it can be seen that the degrees of freedom $df (n1) = 2$ and $df (n2) = 97$, then the F-table is 3.09. The calculated F is 34,719, and the significant value is 0.000. Because the calculated $F > F_{table}$ with a significance level of $0.000 < 0.05$, then according to the hypothesis that H_0 is rejected and H_1 is accepted. So it can be concluded that the independent variables (Packaging Design, Product Quality, Brand Image) have a significant influence on the dependent variable (Consumer Purchase Interest).

Partial Test Results (T)

The following are the results of the partial test analysis:

Table 4.
Partial Test Results (T)

| Coefficients ^a | | | | | | |
|---------------------------|------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.180 | 3.603 | | .605 | .547 |
| | Packaging Design | .273 | .064 | .368 | 4.290 | .000 |
| | Product Quality | .168 | .050 | .275 | 3.348 | .001 |
| | Brand Image | .175 | .063 | .249 | 2.786 | .006 |

A. Dependent Variable: Minat Beli Konsumen

(Source: Data processed from SPSS, 2025)

Based on the results of the table above, it can be concluded that:

- a. Description of the test results of the Packaging Design variable on Consumer Purchase Intention. Based on the results of the table above, the T-value is 4.290 with a significance value of $0.000 < 0.05$. Therefore, H1 is accepted and H0 is rejected, meaning that Packaging Design partially has a significant positive effect on Consumer Purchase Intention.
- b. Description of the test results of the Product Quality variable on Consumer Purchase Intention. Based on the results of the table above, the T-value is 3.348 with a significance value of $0.001 < 0.05$. Therefore, H1 is accepted and H0 is rejected, meaning that Product Quality partially has a significant positive effect on Consumer Purchase Intention.
- c. Description of the test results of the Brand Image variable on Consumer Purchase Intention. Based on the results of the table above, the T-value is 2.786 with a significance value of $0.006 < 0.05$. Therefore, H1 is accepted and H0 is rejected, meaning that Brand Image partially has a significant positive effect on Consumer Purchase Intention.



The Influence of Packaging Design on Consumer Purchasing Interest

The results of a multiple linear regression analysis indicate that packaging design has a positive regression coefficient on consumer purchase intention. This means that the more attractive and effective the packaging design, the more likely consumers are to purchase Wila products. A t-test also supports this finding by demonstrating that, partially, packaging design has a significant effect on consumer purchase intention.

In this context, the researcher emphasizes that packaging design is not merely a visual element, but also a strategic communication tool that represents the identity and values of Wila products. Packaging design serves to attract attention on the display shelf, differentiate the product from competitors, and convey a message about the product's quality and benefits. Wila products, as healthy snacks based on pumpkin wingko, target consumers who care about health, sustainability, and food quality. Therefore, Wila's packaging design is designed with modern aesthetics in mind, clear nutritional information, and environmentally friendly materials. Wila's packaging not only showcases the deliciousness of the product but also emphasizes local values (the use of pumpkin superfoods) and social commitment (empowering local farmers). This makes Wila's design different from traditional wingko products and modern healthy snacks like Fitbar, which tend to be generic.

By considering compelling visuals and a narrative of local values, Wila creates an emotional connection with consumers, particularly among the younger segment who are more concerned with sustainability and product identity. Researchers argue that effective packaging design acts as the product's "face,"



conveying a message without words: that Wila is a healthy, delicious, environmentally friendly snack that supports local farmers.

These findings support the theory of Kotler & Keller (2020), which states that packaging plays a strategic role in marketing, where visual appearance can directly influence consumer perceptions and drive purchasing decisions. This also aligns with research by Ramadhina & Mugiono (2022) and Noviana et al. (2023), which shows that attractive and informative packaging design significantly influences consumer purchasing intention.

Thus, the results of this study confirm that for products such as Wila, packaging design is not just a container, but is part of a marketing and branding strategy that has a direct impact on consumer perception and product competitiveness in the market.

The Influence of Product Quality on Consumer Purchase Interest

Based on the results of the multiple linear regression analysis, it was found that product quality has a positive and significant influence on consumer purchase intention. This is supported by the t-test results, which indicate that product quality partially contributes significantly to increasing purchase intention for Wila products. This means that the higher the quality perceived by consumers, the more likely they are to purchase and be loyal to the product.

In this context, researchers highlight that product quality encompasses not only physical aspects, such as taste and texture, but also consumer perceptions of the product's health, safety, and long-term benefits. Researchers note that in the health food industry, such as the one Wila is involved in, product quality is assessed based on the natural ingredients, hygienic production processes, the absence of preservatives, and the nutritional value offered. Wila, as a healthy



snack product based on pumpkin wingko, specifically presents innovation by leveraging the potential of local ingredients such as pumpkin, which is known to be rich in fiber, beta-carotene (vitamin A), and antioxidants. Compared to traditional wingko, which tends to be high in sugar and unfriendly to consumers with a healthy lifestyle, Wila offers a snack that is safer for consumption by diabetics or those on a low-sugar diet.

Researchers believe that the added value of Wila's product quality lies in its approach, which prioritizes not only taste but also health benefits, a key factor in fostering sustained purchasing interest. By delivering quality in authentic flavors but with healthier ingredients, Wila has successfully established a perception as a more nutritious, modern version of traditional snacks.

This finding aligns with the theory proposed by Kotler & Armstrong (2021) that product quality is a key factor in purchasing decisions, as consumers tend to choose products that provide benefits and satisfaction. This research is also supported by the results of a study by Rosario et al. (2025), which showed that perceptions of product quality have a positive and significant influence on purchase intention, particularly when consumers associate it with safety, benefits, and long-term consumption value.

In this study, researchers also observed that the quality of Wila products reflects not only the superior ingredients and taste but also the values of sustainability. The production process, which supports local farmers and the use of natural ingredients, contributes to the quality perceived by consumers. Therefore, quality in this study is not only objective (ingredients, taste, nutritional content), but also emotional and social (trust in responsible local products).



Thus, it can be concluded that product quality is a crucial pillar in building purchasing interest, especially for products like Wila, which carry a social and health mission. Today's consumers buy products not only based on taste but also on the belief that the product is safe, beneficial, and ethical. Therefore, consistently improving Wila's product quality is a key strategy in maintaining and increasing purchasing interest in the competitive healthy snack market.

The Influence of Brand Image on Consumer Purchase Interest

Based on the results of multiple linear regression analysis, it shows that the brand image variable has a positive and significant influence on consumer purchase intention. This is supported by the results of the t-test which states that brand image partially influences purchase intention, which means that the more positive the brand image of a product, the greater the likelihood of consumers being interested in purchasing that product.

In the context of this research, researchers view brand image as a collective perception formed in the minds of consumers regarding the value, identity, and superiority of Wila products. Brand image is not only formed by visual elements such as logos or taglines, but also by the narrative and values embraced by the product itself, such as quality, sustainability, and social impact offered. Wila, as a healthy snack product based on yellow pumpkin wingko, carries a unique and different brand image compared to its competitors. The Wila brand does not just sell snacks, but also sells a healthy lifestyle and support for local products. In the perception of consumers, Wila is not just a snack, but also a symbol of a modern, healthy snack, made from natural ingredients, and supporting local farmers.

Researchers emphasize that the strength of Wila's brand image lies in the integration of a strong product identity and a clear social mission. Wila positions



itself as a local brand with the value of "sociopreneurship," namely doing business while simultaneously having a social impact. This narrative serves as a key differentiator from similar products, such as traditional wingko, which has not addressed sustainability issues, or modern, commercially-driven healthy snacks with little local cultural identity.

This research supports the theory of Keller (2020) and Aaker (2021), which states that a strong and positive brand image can build trust, increase perceived value, and encourage consumer loyalty. When consumers trust a particular brand, they are more likely to purchase and recommend that product to others. In other words, brand image serves as a guarantee of quality and differentiation amidst the multitude of product choices on the market.

Furthermore, researchers also noted that brand image acts as an "emotional trigger" in purchasing decisions. In Wila's case, many consumers feel a sense of pride in purchasing a healthy and responsible local product, ultimately strengthening their emotional bond with the brand. This positive brand image fosters loyalty based not only on physical quality but also on the alignment of values between the consumer and the brand.

Thus, it can be concluded that brand image plays an important role in driving consumer purchasing interest in Wila. The brand image, built through product quality, packaging design, social narrative, and sustainability values, is an effective combination to reach modern consumers who are more selective and conscious about what they consume. Therefore, efforts to strengthen Wila's brand image need to be carried out consistently through appropriate communication, strengthening local identity, and conveying authentic brand values to the public..



The Influence of Packaging Design, Product Quality, and Brand Image on Consumer Purchase Interest

Based on the results of multiple linear regression and F-tests, it was concluded that packaging design, product quality, and brand image simultaneously significantly influence consumer purchasing intention. This means that these three variables collectively contribute significantly to consumer decisions to purchase Wila products.

Researchers believe that consumer purchasing interest is not formed from just one single aspect, but rather from a holistic impression formed by a combination of visuals, quality of experience, and brand image inherent in the product. In this case, packaging design acts as an initial trigger (visual attraction), product quality becomes a tangible experience (product experience), and brand image serves as a long-term emotional bond (emotional trust & loyalty).

Wila, a healthy snack based on yellow pumpkin wingko, successfully combines these three elements into one consistent identity. The modern and informative packaging design captures consumers' attention from the start. After trying it, consumers experience the delicious yet healthy quality of the product, further strengthening their positive perception of the Wila brand as an innovative, safe, and sustainable local healthy snack.

Researchers recognize that in the increasingly competitive health food market, consumers rely not only on logic when purchasing products, but also consider the emotional and social value offered by a product. Therefore, a simultaneous approach of building a strong visual appeal (packaging), a reliable taste (quality), and a positive reputation (brand image) is key to creating high purchasing interest and long-term loyalty.



These results align with the theory of Schiffman & Kanuk (2020), which explains that consumer purchasing decisions occur due to the interaction between internal factors (such as perceived quality and brand image) and external factors (such as packaging and visual appeal). This study also supports previous research by Noviana et al. (2023) and Rosario et al. (2025), which emphasized the importance of integrating various marketing elements to form strong purchasing decisions.

Thus, the researchers concluded that Wila's marketing strategy, which combines design, quality, and brand image, is a relevant and effective approach to attracting consumer interest. For MSMEs like Wila, successfully implementing this strategic combination offers a significant opportunity to expand the market and enhance brand positioning amidst changing consumer lifestyles that increasingly prioritize health and sustainability.

CONCLUSION

Based on the analysis and discussion results in this study, which went through several stages, namely data collection, data processing, and data analysis related to the influence of Packaging Design, Product Quality, and Brand Image on Consumer Purchase Interest, it can be concluded that packaging design, product quality, and brand image simultaneously have a significant influence on consumer purchase interest in Wila products in Surabaya. These three variables support each other in forming a strong purchase interest. Packaging design attracts attention, product quality creates satisfaction, and brand image builds loyalty. This combination shows that Wila's marketing strategy is on the right track in meeting the needs and preferences of modern consumers.



Packaging design has a significant partial influence on consumer purchase intention for Wila products in Surabaya. Visually appealing, informative, and health- and sustainability-conscious packaging successfully increased consumer interest in Wila products. Wila's modern, environmentally friendly packaging design, reflecting the product's local identity, served as an initial attraction for consumers considering a purchase.

Product quality has a significant partial effect on consumer purchase intention for Wila products in Surabaya. Wila's pumpkin-based, preservative-free, and safe products for healthy lifestyles have boosted consumer trust and satisfaction. Wila's innovation in packaging traditional flavors with health benefits strengthens its product's market presence.

Brand image has a significant partial effect on consumer purchase intention for Wila products in Surabaya. Wila's brand image as a healthy local snack with a sociopreneurship mission has successfully created positive perceptions and increased consumer loyalty. A strong and consistent brand identity increases consumer trust and encourages repeat purchases.

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