

# Analysis of the Influence of Graphic Design Elements and Packaging Attributes on Consumer Purchase Interest: A Case Study of Instant Noodle Packaging

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## Abstrak

Desain grafis pada kemasan produk memainkan peran penting dalam membentuk persepsi konsumen dan memengaruhi keputusan pembelian, terutama pada produk kebutuhan sehari-hari seperti mie instan. Penelitian ini bertujuan untuk menganalisis pengaruh elemen desain grafis (warna, tipografi, gambar, bentuk) dan atribut kemasan (brand, logo MUI, label) terhadap minat beli konsumen. Metode yang digunakan adalah pendekatan kuantitatif dengan model MDLC (Multimedia Development Life Cycle) untuk merancang instrumen dan proses penelitian. Data dikumpulkan melalui kuesioner yang disebarkan kepada 110 ibu rumah tangga di Kota Batam sebagai responden utama. Hasil analisis regresi menunjukkan bahwa elemen desain grafis dan atribut kemasan secara simultan berpengaruh signifikan terhadap minat beli ( $F$  hitung = 30,871; sig. = 0,000). Secara parsial, elemen desain grafis (sig. = 0,001) dan atribut kemasan (sig. = 0,004) juga menunjukkan pengaruh yang signifikan. Temuan ini menegaskan pentingnya strategi visual dalam kemasan produk untuk meningkatkan daya tarik dan kepercayaan konsumen. Studi ini merekomendasikan produsen agar mengintegrasikan elemen visual dan informasi secara optimal dalam kemasan guna meningkatkan minat beli, khususnya dari segmen ibu rumah tangga.

**Kata kunci**— Elemen Desain Grafis, Atribut Kemasan, MDLC, Kemasan

## Abstract

Graphic design on product packaging plays an important role in shaping consumer perceptions and influencing purchasing decisions, especially for daily necessities such as instant noodles. This study aims to analyze the influence of graphic design elements (color, typography, images, shapes) and packaging attributes (brand, MUI logo, label) on consumer purchasing interest. The method used is a quantitative approach with the MDLC (Multimedia Development Life Cycle) model to design the research instrument and process. Data were collected through questionnaires distributed to 110 housewives in Batam City as the main respondents. The results of the regression analysis showed that graphic design elements and packaging attributes simultaneously had a significant effect on purchasing interest ( $F$  count = 30,871; sig. = 0,000). Partially, graphic design elements (sig. = 0,001) and packaging attributes (sig. = 0,004) also showed a significant influence. These findings emphasize the importance of visual strategies in product packaging to increase consumer appeal and trust. This study

*recommends that manufacturers optimally integrate visual elements and information in packaging to increase purchasing interest, especially from the housewife segment.*

**Keywords**— *Graphic Design Elements, Packaging Attributes, MDLC, Packaging*

## 1. INTRODUCTION

As time goes by, progress in the world of technology is also growing from year to year. Technology is a human invention in various sectors that aims to facilitate humans in various things in everyday life (Ekawati et al., 2023). One of the technologies that make things easier for humans is Graphic Design. By combining various graphic design elements, graphic design is a visual communication method used to transmit messages or information (Muyasir & Musfikar, 2022), (Aisa et al., 2022). Graphic design elements usually include shapes, images, typography and colors to create visual appeal (Hermawan et al., 2020), (Hiswara & Achmad, 2022). Basically, this field is one of the important elements in an industry and is needed by modern society today.

In our daily lives, there are various types of products that are present in our environment. Each product must have its own form of packaging. Packaging is a design made to protect products by paying attention to graphic design elements and packaging attributes to support marketing, sales and shipping programs (Septiyadi et al., 2021). Packaging attributes are not only used as product protection but also function as a communication tool and as an added value that gives competitiveness to a product. Packaging attributes that are clear and easy to understand provide a sense of security and trust to consumers (Ernawati, 2021). To be able to survive in today's fierce competitive market, many industries make packaging that centers on the attractiveness, convenience, and beauty of a product package to influence consumer buying interest.

The influence of the attractiveness of a package will open interest, desire and interest in a product and become the main thing in opening a sense of seeing or owning the product. buying interest is when consumers make choices from several brands that are included in the choice, then make considerations on the products that are most prominent in their advantages in the eyes of consumers. According to (Umayyah & Zulfa, 2021) and (Gea & Rahmayati, 2024) there are indicators or research models in buying interest in the form of the AIDCA model; Attention, giving an impression is the first thing that must be considered in order to get consumer attention, second is interest, with marketing perceptions, consumers will be interested in choosing, third is desire, with interest or attracting attention, consumers will have the desire to buy, fourth is conviction, if there is a label on a product packaging design, it will help consumers convince themselves to buy and Action, the desire to get results. The AIDCA model is one of the hierarchical effects frameworks used to understand the consumer buying interest process in marketing. This model explains the consumer journey from the stages of attention, interest, desire, belief to finally the act of purchase. In the context of buying interest, the AIDCA model describes how a product packaging design can attract consumers' attention, foster interest, generate desire, and finally encourage them to make a purchase (Putri & Ruliana, 2024).

The purpose of packaging design is also a key factor to strengthen business branding in an increasingly competitive market. In addition, the function of packaging design can convey messages or information about product identity through the design of

the product because the clarity of information and the composition of the ingredients used need to be clearly stated on the packaging. One consumer population that is sensitive to these factors is mothers, who are often the main factor in purchasing household needs including food products such as instant noodles. Mothers also tend to favor innovations in packaging design that facilitate serving, such as packaging that can be stored easily or that is easy to open. The usability of packaging can increase favorable opinions of the product and result in a more satisfying shopping experience (Willy & Nurjanah, 2019). Therefore, this research is focused on achieving the goal of increasing industry knowledge about the fact that the packaging design of each product makes a major contribution to consumers' buying interest decisions.

The novelty of this study is the selection of mothers as the primary respondents and some brands. In addition, this study evaluates not only the visual of graphic design elements but also packaging attributes such as MUI Logo and Labels, which have rarely been examined in previous research (Samodro et al., 2022) as this product is high level of consumption, wide availability and competition between brands creating a diversity of packaging designs. Although packaging design continues to develop rapidly, it is still unknown what to extent graphic design element and packaging attributes can influence consumer buying interest, especially in high level of consumption product like instant noodles. The urgency of this study in the need to understand how far packaging design element influence consumer buying interest in specific consumer, such as mothers. By analyzing the graphic design elements and packaging attributes together, this study aims to provide more synchronized insight between packaging design and consumer responses to deliver strategic input for manufactures/industry to create packaging that can attract consumer attention.

## 2. RESEARCH METHOD

This study employed the MDLC method (Helen & Deli, 2023) for analytical and quantitative methodologies. The MDLC process consists of multiple stages: concept, design, material collecting, assembly, testing, and distribution (Solehatin et al., 2023)(Syahputra & Harianja, 2024).

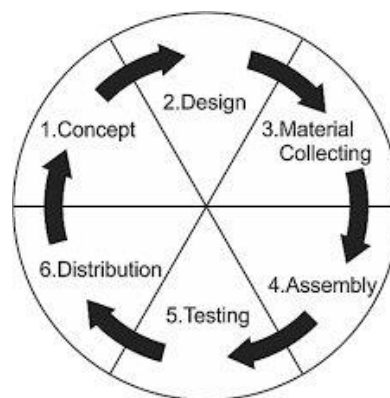


Figure 1. Multimedia Development Life Cycle (MDLC)

## 2.1 Concept

This phase will discuss the approach to graphic design elements and packaging attributes, such as color, typography, image, shape, brand, MUI logo and label about what they think about graphic design elements and packaging attributes of packaging design. This research will be conducted by distributing questionnaires/surveys to obtain direct data from consumers with 110 mothers as respondents. The distribution area will be focused in the city of Batam, Kepulauan Riau.

## 2.2 Design

In this design phase, we will discuss graphic design elements and packaging attributes that have a significant influence on consumers' desire to make purchases, such as color, typography, image, shape, brand, MUI logo and label. Graphic design elements and packaging attributes not only affect how a product looks, but also increase the value and quality of a product. The study sample is based on author initial observation, where mothers are found to be the key of decision making in food product especially instant noodles to purchase and need to pay attention to packaging. Furthermore, there are several research samples may raise consumer buying interest.

1. Color: the selection of various colors on the packaging for each taste of Mie Sedaap products will make it easier for consumers to identify and choose products.
2. Typography: the use of distinctive typography on Indomie packaging will create a stronger and more attractive brand identity that can help consumers more easily recognize the product.
3. Image: the selection of attractive images on the packaging of Gaga noodles, has the ability to display the product in an appetizing way so that consumers can imagine the taste of the product.
4. Shape: The practical shape of the packaging on Pop Mie can provide convenience for consumers to enjoy the product anywhere.
5. Brand: the brand design on Indomie packaging uses bright colors and distinctive typography so as to produce a unique logo and increase visual appeal and make it easier for consumers to recognize the product.
6. MUI logo: the placement of the MUI logo on instant noodle packaging can increase trust and provide assurance that the product is halal to consumers.
7. Label: designing labels on Indomie packaging that are made clearly and informatively can help consumers more easily understand the product and get the information needed.



Figure 2. Mie Sedaap; Color



Figure 3. Indomie; Typography



Figure 4. Mie Gaga; Image



Figure 5. Pop Mie; Shape



Figure 6. Indomie; Brand



Figure 7. Mui Logo



Figure 8. Indomie; Label

### 2.3 Material Collecting

In this phase, the collection of relevant and important materials that can support research on graphic design elements and attributes of instant noodle packaging is carried out. This stage aims to gain in-depth insight into the design elements and attributes of effective packaging through data collection, reference studies, and material analysis, so as to produce instant noodle packaging designs that are in accordance with consumer buying interest.

### 2.4 Assembly

In this assembly phase, questionnaire development becomes a very important stage to collect the data needed to understand how graphic design elements and packaging

attributes can affect consumer buying interest. The method applied is a number-based approach to collect data that can be calculated, namely color, typography, image, shape, brand, MUI logo and label are operationalized into a number of closed questions with a 5-point Likert scale (Suyitno & Fajri, 2022).

#### 2.4.1 Framework of Thought

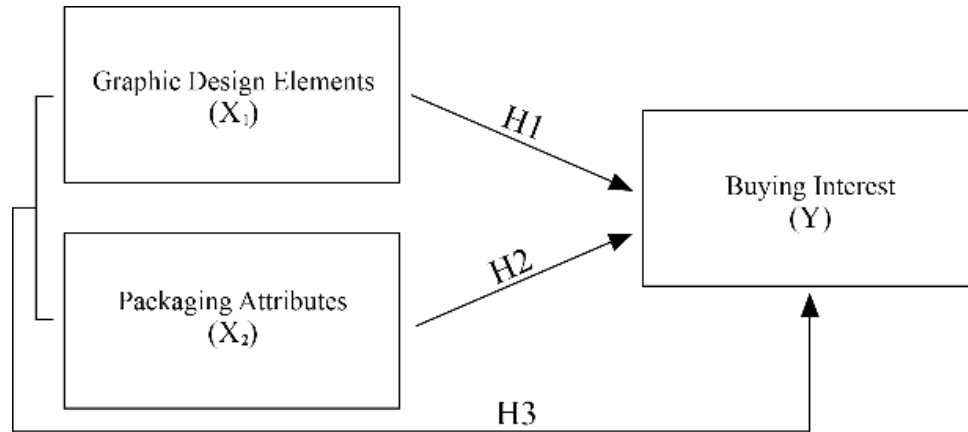


Figure 9. Framework of Thought

#### 2.4.2 Research Hypothesis

Based on observations in the field and literature studies (Pradipta Utama & Ningrum Ambarwati, 2022), the hypotheses formulated are follow:

H1: There has a good influence of graphic design elements on consumer buying interest.

H2: There has a good influence of packaging attributes on consumer buying interest.

H3: There has a good influence of graphic design elements and packaging attributes on consumer buying interest.

#### 2.4.3 Population and Sample

The approach applied to select samples in this research was purposive sampling, in which the authors conducted an assessment to determine population members who were mothers who had consumed instant noodles. The total sample was determined using the Hair et al formula (Wijaya et al., 2023). A minimum sample size of 5 to 10 times the number of indicator variables is recommended by this calculation, which is used due to the fact that the population is uncertain. Given that this study has eleven indicator variables,  $10 \times 11$  equals 110. Using this calculation, the number of samples used was 110 respondents.

### 2.5 Testing

#### 2.5.1 Validity Test

Validity test is applied to evaluate each question in the questionnaire is able to precisely define a variable. At a significance level of 5%, the result of rcount is compared with r-table, where  $(df) = n - 2$ . Items are considered valid if rtable is smaller than rcount (Ummi & Fandi, 2022).

#### 2.5.2 Reliability Test

The reliability test evaluates the consistency and stability of the answers given by respondents to questions about the constructs listed in the questionnaire. The

questionnaire is regarded as trustworthy if the alpha value exceeds 0,60 (Sari & Rachmawati, 2019).

### 2.5.3 Normality Test

To evaluate whether the distribution of independent and dependent variables in the regression model is in order is the purpose of the normality test. Criteria for normality test: if the significance value is above 0,05, the residuals are interpreted as normally distributed. On the other hand, if the sig value is below than 0,05, the residuals are considered not normally distributed.

### 2.5.4 Multicollinearity Test

The multicollinearity test seeks to detect potential multicollinearity problems by examining the Variance Inflation Factor (VIF) and Tolerance values. The association between independent variables can be explained if the VIF value is above 10. On the other hand, if the VIF value is below 10, this indicates that the independent variables are not correlated (Yuniarti et al., 2024).

### 2.5.5 Heteroscedasticity Test

The heteroscedasticity test in multiple regression is needed to determine whether the variance of residuals among observations is uniform or not. If the significance value is  $> 0,05$ : This explains that there is no heteroscedasticity problem in the regression model. Conversely, if the significance value is  $< 0,05$ , it explains that there is a heteroscedasticity problem, which means that the residual variance is different between observations.

### 2.5.6 Multiple Linear Regression Analysis

According to Herawati & Muslikah (2020), the purpose of this analysis is to clarify how the variables X1 and X2 affect Y simultaneously with the following formula:

$$Y = a + b_1X_1 + b_2X_2$$

Where:

Y = Buying Interest

a = Constant

$b_1b_2$  = Regression coefficient for each variable

$X_1$  = Graphic Design Elements

$X_2$  = Packaging Attributes

### 2.5.7 Hypothesis Test

#### a. Simultaneous F Test

When testing hypotheses involving several X variables on the Y variable, the simultaneous F test is used. The significance level for the F test is  $\alpha = 5\%$ . If the significance value is below 0,05, then this gives that variable X and variable Y have a simultaneous influence. Conversely, if the significance value is above 0,05, then variable X does not simultaneously affect variable Y.

#### b. Partial T Test

The Partial T test tests hypothesis involving two variables by applying the T test. When deciding whether to accept or reject a hypothesis using the T test, the following rules apply: Variable X has an impact on variable Y if the t-test is above the t-table or the

significance is below 0,05. On the other hand, variable X has no impact on variable Y if the significance is above 0,05 or the t-count is below the t-table.

*c. Test Coefficient of Determination (R2)*

The coefficient of determination test seeks to describe the extent of variation that can be explained by the model. From the R2 value, it can be seen the percentage of how much variable X and variable Y explain the relationship in linear regression (Septiani et al., 2023).

*2.6 Distribution*

In this distribution phase, Graphic Design Elements and Packaging Attributes that have a positive effect on consumer buying interest are discussed. Graphic design elements such as colors, typography, images, and shapes can attract attention and strengthen the product image. On the other hand, packaging attributes such as brand, MUI logo, and label build a positive impression and increase the perceived value of the product. The test results of these two variables show a positive impact and have an influence on consumer buying interest.

**3. RESULT AND DISCUSSION**

*3.1 Validity Test Results*

With an r-table value of 0,1874, the validity measurement is carried out using alpha ( $\alpha$ ) 5% and free degrees  $(N-2) = 110-2 = 108$ . This research data is considered valid because the r-count exceeds the r-table. Based on table 1, the independent variable Graphic Design Elements (X1) and Packaging Attributes (X2) as well as the dependent variable Buying Interest (Y) are judged valid since the r-count value exceeds the r-table.

**Table 1.** Validity Test Result (Source: Author,2024)

Statements	r-count	r-table	Description
X1.1	0,712	0,1874	Valid
X1.2	0,856		
X1.3	0,759		
X1.4	0,619		
X1.5	0,879		
X2.1	0,840		
X2.2	0,558		
X2.3	0,766		
X2.4	0,848		
Y1.1	0,718		
Y1.2	0,714		
Y1.3	0,786		
Y1.4	0,776		

*3.2 Reliability Test Results*

Based on table 2, the results for the Graphic Design Elements, Packaging Attributes and Buying Interest variables provide a Cronbach's alpha value higher than 0,60, so these questions can be considered reliable.

**Table 2.** Reliability Test Result (Source: Author,2024)

Variable	Cronbach's Alpha	Description
Graphic Design Elements	0,888	Reliable
Packaging Attributes	0,880	
Buying Interest	0,879	

### 3.3 Normality Test Results

According to table 3, this normality test was carried out using the Kolmogorov-Smirnov method, but the significance result was 0,000, indicating that the data was not normally distributed, so this study used another method, namely the Monte Carlo method to obtain more precise results. Because the value is  $0,068 > 0,05$ , it might be argued that the research data or residuals are normally distributed (Imam & Mursidah, 2021).

**Table 3.** Normality Test Result (Source: Author,2024)

One-Sample Kolgomorov-Smirnov Test		Unstandardized Residual
N		109
Normal Parameters	Mean	0,0000000
	Std. Deviation	2,44382646
Most Extreme Differences	Absolute	0,149
	Positive	0,116
	Negative	-0,149
Test Statistic		0,149
Asymp. Sig. (2-tailed)		0,000 <sup>o</sup>
Monte Carlo Sig. (2-tailed)	Sig	0,068 <sup>d</sup>
	95% Lower	0,000
	Confidence Bound	0,043
	Interval Upper Bound	

### 3.4 Multicollinearity Test Results

According to table 4, this multicollinearity test that the value of Graphic Design Elements (X1) and Packaging Attributes (X2) has a VIF value of 2,600 which is lower than the value of 10, it can be explained that there is no multicollinearity problem in the independent variables.

**Table 4.** Multicollinearity Test Result (Source: Author,2024)

Model		Collinearity Tolerance	Statistics VIF
1	Graphic Design Elements	,385	2,600
	Packaging Attributes	,385	2,600

### 3.5 Heteroscedasticity Test Results

Based on table 5, in the coefficient table that this study explains the absence of heteroscedasticity. This explains that the independent variable has a residual value greater than alpha ( $\alpha$ ), namely  $0,901, 0,056 > 0,05$ .

**Table 5.** Heteroscedasticity Test Result (Source: Author,2024)

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4,401	1,070		4,112	0,000
	Graphic Design Elements	0,009	0,074	0,019	0,125	0,901
	Packaging Attributes	-0,171	0,089	-0,289	-1,929	0,056

### 3.6 Multiple Linear Regression Analysis Test Results

Based on table 6, it can be seen from the regression analysis results that the variable regression coefficient of Graphic Design Elements (X1) is 0,530 or 53% and Packaging Attributes (X2) is 0,254 or 25,4% which explains the positive relationship between the independent variables on Buying Interest (Y).

**Table 6.** Multiple Linear Regression Analysis Test Results (Source: Author,2024)

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	0,829	1,639		0,506	0,614
	Graphic Design Elements	0,530	0,114	0,521	4,669	0,000
	Packaging Attributes	0,254	0,136	0,208	1,867	0,065

### 3.7 Hypothesis Test Results

In this study, hypothesis testing for graphic design elements and packaging attributes on consumer buying interest. Simple hypothesis testing is used evaluate the association between variables and the results are obtained through SPSS 25:

#### 3.7.1 Simultaneous F Test Results

To perform the F test, it is necessary to determine the df1 value, namely  $(k-1) = (3-1) = 2$ , and then df2 which is determined using the formula  $(n - k) = (110 - 3) = 107$ . The value of k is the number of research variables, while n is the total population. With a significance level of alpha  $(\alpha) = 5\%$ .

**Table 7.** Simultaneous F Test Results (Source: Author,2024)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	244,915	2	122,458	30,871	0,000 <sup>b</sup>
	Residual	424,439	107	3,967		
	Total	669,355	109			

According to table 7, it can be observed that the independent variables, namely Graphic Design Elements (X1) and Packaging Attributes (X2) simultaneously have a significant and positive effect on the dependent variable, namely Buying Interest (Y). The F-count value obtained is 30,871 with a sig of 0,000 below the alpha ( $\alpha$ ) value of 0,05.

### 3.7.2 Partial T Test Results

To perform the T test, it is necessary to determine  $df = n - k$ , where  $df$  is the degree of freedom,  $n$  is the total sample, and  $k$  is the total variables examined, which will result in a t-table value. In this study,  $df = 110 - 3 = 107$  was obtained. Based on this calculation, the t-table value is 1,65922.

**Table 8.** Partial T Test Results (Source: Author,2024)

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	2,873	1,895		1,516	0,132
Graphic Design Elements	0,338	0,100	0,355	3,382	0,001
Packaging Attributes	0,394	0,135	0,305	2,906	0,004

Referring to table 8, the Graphic Design Elements (X1) display a t-count of 3,382, surpassing the t-table value, with a significance level of 0,001, which is below the alpha ( $\alpha$ ) threshold of 0,05. Meanwhile, the Packaging Attributes (X2) indicate a t-count of 2,906, also exceeding the t-table value, with a significance level of 0,004, which is likewise lower than the alpha ( $\alpha$ ) value of 0,05.

### 3.7.3 Coefficient of Determination Test Results

Based on table 9, the value (R<sup>2</sup>) obtained is 0,485, which explains the percentage contribution of the Graphic Design Element and Packaging Attributes variables in the regression model of 48,5%.

**Table 9.** Coefficient of Determination Test Results (Source: Author,2024)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,697 <sup>a</sup>	0,485	0,476	2,134

### 3.8 The Influence of Graphic Design Elements on Consumer Buying Interest

This research reveals that consumer buying interest is positively influenced by graphic design elements. At a significance level of 0,001, this can be seen in table 9 with a t-count value of 3,382 surpassing the t-table value. There is a substantial correlation between graphic design elements and buying interest, which is indicated by this value being below alpha ( $\alpha$ ) 0,05. Product packaging can have a strong visual appeal thanks to good graphic design. Consumers are more likely to be attracted to packaging with attractive, creative and educational designs. A good impression of the product is largely

influenced by elements such as color, shape, image, and typography. Companies must prioritize graphic design elements if they want to increase consumer attraction and buying interest.

This research explains that graphic design elements can be used as successful marketing tactics in addition to being used as visuals. The competitiveness of a product in the market can be enhanced by a design that takes into account consumer preferences. Such as the use of bright colors helps to attract attention, and consumers can more easily understand the contents of the product when the typography is clear and informative. In addition, graphic design elements on packaging have the power to influence consumer feelings. Visually appealing packaging often conveys the idea that the product is of superior quality, which increases consumer confidence. Practical packaging design, such as packaging that is easy to open or store, is also a relevant plus for target consumers when it comes to instant noodles. Especially mothers are the main decision makers when it comes to household purchases. From an industry standpoint, these findings highlight how important it is for marketing teams and graphic designers to work together to produce packaging that is aesthetically pleasing and aligned with customer demands and desires. This shows the strategic importance of visual design elements in increasing brand loyalty and buying interest.

This research aligns with previous research (Herawati & Muslikah, 2020), which examined the impact of color and packaging size on graphic design elements on consumer buying interest. However, this study goes further by examining color, typography, shape, and image as graphic design elements based on table 9, all of these elements have a large impact, implying that a more comprehensive set of graphic design elements can effectively attract consumer attention and drive purchasing decisions. This broader perspective allows for a better understanding of how each piece adds to the visual appeal of the product, which can aid design-oriented marketing efforts.

### *3.9 The Influence of Packaging Attributes on Consumer Buying Interest*

This research reveals that consumer buying interest is significantly influenced by packaging attributes. At a significance level of 0,004, this can be seen in table 9 with a t-count value of 2,906 which is higher than the t-table value. There is a substantial correlation between packaging attributes and buying interest, which is indicated by this value being below alpha ( $\alpha$ ) 0,05. Because packaging attributes are a visual component that can influence consumers' impressions of product quality and a means of communicating information, packaging attributes thus have an effect on consumer buying interest. Consumer perceptions of the product may increase when the information provided is clear and complete, such as the brand, MUI logo, label, component composition, and expiration date. These qualities are particularly important to some sectors of consumers, especially mothers, who often place a higher value on the convenience and safety of goods used by the family.

However, practical features such as convenient storage, easy-to-open packaging, or advancements such as spill-proof construction offer a better user experience. This gives customers the impression that the product is not only aesthetically pleasing, but also tailored to their needs. This usability is an added benefit that increases the likelihood that consumers will choose goods with better packaging features. Therefore, packaging quality is a strategic component that can increase brand appeal and loyalty, not just an additional aspect. Companies can increase buying interest by developing an emotional bond with packaging through thoughtful packaging design.

This research also aligns with previous research (Umayyah & Zulfa, 2021) which shows the influence of packaging attributes in the form of the MUI logo and brand on buying interest. Therefore, as a result, although this packaging attribute looks simple, it has an important role in building trust and providing a sense of security to consumers, especially in terms of food products. The MUI logo, as a sign of halal and a well-known brand, can increase consumer confidence in buying products. Thus, packaging quality not only serves as a visual identity, but also as a tool to influence consumer purchasing decisions, resulting in a large increase in buying interest.

### *3.10 The Influence of Graphic Design Elements and Packaging Attributes on Consumer Buying Interest*

Graphic design elements and packaging attributes simultaneously show a good and significant impact on consumer buying interest. This can be seen from the F-count value of 30,871 and a significance value of 0,000, which is much lower than alpha ( $\alpha$ ) 0,05. Therefore, it can be accepted that both aspects affect buying interest. The function of each component helps explain the influence. Colors, images, typography and shapes are examples of graphic design elements that visually attract consumers' attention and make an initial impression that influences their choice to buy. Consumers' opinions about brand image and product quality can be enhanced by attractive images.

However, packaging attributes including product labels, MUI logo, and brands with practical designs can enhance the user experience and increase consumer confidence. In addition to being convenient, packaging that is easy to use and has clear information gives customers a sense of confidence. These two elements work together to create an efficient communication channel between consumers and products. This shows how packaging attributes and graphic design elements not only enhance each other, but also increase the product's standing in the competition. Thus, companies should give top priority to the synergy of the two in their marketing plans.

Based on the third hypothesis, graphic design elements and packaging attributes produce a favorable and substantial impact on consumer buying interest. This explains that both variables play an equal role in building visual perception and consumer trust in a product. In other words, this third research hypothesis can be accepted because it is supported by data that shows a substantial relationship, as shown in table 10. The use of graphic design elements such as colors, typography, shapes, and images, as well as packaging attributes such as brands, MUI logo, and product labels, creates visual appeal while adding value to consumer purchasing decisions. Although previous research (Fabiola Sumampouw et al., 2020) on mother preferences in graphic and packaging design did not specifically discuss about food products such as instant noodles, the research still provides relevant insight that support the role of these graphic design elements in influencing consumer behavior.

## **4. CONCLUSION**

According to the study that was carried out to analyze of the influence of product packaging on buying interest, several findings were found related to graphic design elements and packaging attributes:

1. Graphic design elements affect consumer buying interest positively and significantly, because the T test results provide a positive value of 3,382 with a significance of 0,001.

2. Packaging attributes influence consumer buying interest positively and significantly, because the T test results provide a positive value of 2,906 with a significance of 0,004.
3. Both aspects in the form of graphic design elements and packaging attributes positively influence consumer buying interest, because the F test results provide a value of 30,871 with a significance of 0,000.

## 5. SUGGESTION

The following below are suggestions or input that the author can provide in this research, among others:

1. It is hoped that the instant noodle industry will pay attention to attractive graphic design elements and functional packaging attributes to increase consumer buying interest, by highlighting the uniqueness of the product and making it easier for consumers to choose instant noodles.
2. Academics are expected to motivate students to apply their knowledge in a social context. Thus, the knowledge they gain can benefit society and can support social welfare.
3. It is expected that future researchers will explore more broadly the aspects of instant noodle packaging that influence consumer buying interest so that they can provide newer views to the industry.

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