


# Customer Purchase Intention For Sanitary Napkins On E-Commerce Platforms In Jakarta Area

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Article Info	ABSTRACT
<p><b>Keywords:</b> Purchase Intention; Brand Awareness; Electronic Word-Of-Mouth; Product Packaging Design; E-Commerce</p>	<p>Softex has been on the top of mind for Indonesian consumers for sanitary pads for the last decade. The study aims to investigate how purchase intention can be affected by brand awareness, electronic word-of-mouth, and product packaging design indicators towards a brand on the online marketplace, in this case, the brand is Kimberly-Clark Softex. The independent variables of the study are brand awareness, electronic word-of-mouth, and product packaging design; and the dependent variable of the study is online purchase intention. By analyzing indicator factors above, the study aims to see how brand awareness, electronic word-of-mouth and product packaging design variables may affect purchase intention on the online marketplace. Moreover, the study also seeks to aim on the strongest indicators out of the variables on which has the strongest effect towards consumer's purchase intention of Softex sanitary napkin products on Indonesian e-commerce. The study uses quantitative methods and questionnaires will be utilized for the data collection. Respondents in this study selected by using non-probability sampling. Based on the findings of the study, the indicators which are in the scope of the study which are brand awareness, electronic word-of-mouth, and product packaging design shows significance and positive influence towards purchase intention of KC-Softex on the e-commerce and highest significant impact is brand awareness.</p>
<p>This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license</p> 	<p><b>Corresponding Author:</b> Sentot Basuki Prayitno Department of Management Study Program, Faculty of Business, Sampoerna University, Indonesia <a href="mailto:sentot.prayitno@sampoernauniversity.ac.id">sentot.prayitno@sampoernauniversity.ac.id</a></p>

## INTRODUCTION

Are e-commerce platforms still going to be reliable in the future? Mahmuddin and Sirait (2022) claims that Indonesia's e-commerce market is projected to reach US\$150 billion by 2025, with 4 percent of its total sales in the world. E-commerce has been generally labeled as cross-border in which consumers are able to access and have options at hand according to the product type, price, quality, and availability (Wang et al., 2023). With the unlimited variety of products on search, consumers are able to order due to their preferences that are affiliated with knowledgeable factors of brand awareness, electronic word-of-mouth, and product packaging design. This study will employ a study based on consumers' purchase intention towards sanitary napkins on e-commerce (online) platforms.

Based on Indonesian market insights from Statista, the 2023 data shows that 96.6% of the sales of sanitary napkins/feminine products (sanitary pad and tampon) was accomplished through offline sales, while only 3.4% of the total sales was online. Compared to 2019, due to COVID-19 pandemic that accelerated digitalization coverage, e-commerce has been growing rapidly approximately by 283% and forecasted to be growing by 171% from 2023 to 2027.

With this growth rate for online sales in the channel distribution, in 2024, it is estimated that online sales revenue will reach US\$72 million for feminine hygiene industry (Statista, 2024). Ahmadi et al., (2022) emphasizes that online selling and buying activities can be considered and done as e-commerce. E-commerce can also be identified by the types, such as B2B (business-to-business), B2C (business-to-consumer), C2C (consumer-to-consumer), C2B (consumer-to-business), B2A (business-to-administration), and C2A (consumer-to-administration) (Jain et al., 2021).

Mentioned by Pratama and Harsono (2015), Softex has been on the top of mind for Indonesian consumers for sanitary pads for the last decade. According to the company website, one of their efforts to increase their market share was by appointing Voice of Baceprot (VoB) as their brand ambassador to inspire female teenagers in Indonesia while also keeping up to date with latest trends (Sepriani et al., 2024). Top of mind is described as the number one brand remembered by consumers compared to their competitors in the same industry (Hariri et al., 2022) such as Google, Starbucks, Odol, etc. However, from the last data taken by the previous research by Pratama and Harsono (2015) on Top Brand Award cut off at 2014, there has been a significant increase of brand index comparison of Softex from 7.5 percent to 15.6 percent in 2024 (See Table 1.).

**Table 1.** Comparison Brand Index for Sanitary Napkins in Indonesia by Top Brand Award (2024)

Brand	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Charm	33.6%	39.9%	42.0%	42.7%	42.7%	40.0%	42.4%	45.0%	45.2%	42.2%	36.6%
Laurier	39.3%	32.8%	36.5%	37.2%	31.4%	38.0%	31.7%	30.9%	27.0%	28.5%	27.8%
Softex	7.5%	16.8%	11.0%	10.7%	14.3%	12.4%	10.2%	12.1%	12.4%	14.6%	15.6%
Kotex	8.8%	5.4%	5.0%	4.6%	4.8%	2.4%	3.4%	4.4%	3.8%	6.4%	8.5%

This study will dig deeper about the purchase intention of Kimberly-Clark Softex products on e-commerce by not including the sales promotion as the main goal of the variable. The study uses Kimberly-Clark Softex as the main brand as according to the Brand IQ, in the last 5 months (December 2023 - April 2024) the market share of KC Softex is at 31% compared to its competition. The study aims to investigate how purchase intention can be affected by brand awareness, electronic word-of-mouth, and product packaging design indicators towards a brand on the online marketplace, in this case, the brand is Kimberly-Clark Softex.

## Literature Review

### Theory of Planned Behavior

As Ajzen (1991) stated, the theory of planned behaviour was postulated to seek a person's intention to act, in other words, the intentions derived from human behaviour. To

measure the extent of which individuals are inclined to risk and how much effort they plan to put in to carry out the behaviour, intentions are viewed as representing the driving factors that influence a behaviour (Ajzen, 1991). Ajzen (1991) explained that the main principles of human behaviour are based on attitude toward the behaviour, subjective norm, and perceived behavioural control.

### **Purchase Intention**

According to Bagozzi and Burnkrant (1979), consumer purchase intention has been defined as an individual's chance of intention to buy a certain product. Research has analyzed that consumer purchase intentions are driven by many factors including but not limited to consumer trust and product information, which can be used to further predict consumer purchase behavior (Li et al., 2022). As believed by Wandebori and Wijaya (2017), purchase intention can be defined as the desire of buyers' interaction towards a vendor. Khan et al. (2022) emphasized that intentions are considered as an unfinished business as it has not been turned into a conversion in order to finish the objective.

### **Brand Awareness**

"Brand is any distinctive feature like a name, term, design, or symbol that identifies goods or services" (American Marketing Association, n.d.). According to Pratama and Harsono (2015), one of the key factors to demonstrate how much a customer associates a brand with a product is brand awareness. In other words, brand awareness can be demonstrated towards a brand, logo, or the name which creates a distinction with a product or service related to the consumers' wants (Yuriah et al., 2022). Recent study has noted the importance of brand awareness to mainly influence a customer's decision-making process (Zhang, 2020). Thus, brand awareness can be one of the keys leading to purchase intention as Shahid et al. (2017) believe that consumers tend to buy products from a known brand as they are hesitant to buy new products.

### **Electronic Word-of-Mouth**

Electronic word of mouth (E-WOM) can be described as a process where people are able to share their experience or details regarding a good, service, brand, and organization by using the internet (Ismagilova et al., 2017). Sari et al. (2023) emphasized that electronic word-of-mouth's definition as a communication media to share insights or information regarding products that has been used from customer to customer whether they know each other or not. According to A. Wong (2018), social media feedback done on the internet is more reliable as they are mostly user generated contents (UGC), compared to traditional word-of-mouth as the information was generated by the company by cutting the bad side of the product and only showing the positive benefits.

### **Product Packaging Design**

Product packaging design is defined as designing and producing wrapper for a product which requires manufacturing activities whose primary use is to protect the product's quality (Akbar et al., 2023). Quoted by Klimchuk and Krasovec (2021), the first objective of packaging design is to create a container that will be used to contain, protect, transport, dispense, store, identify, and distinguish the product of a brand among its competitors in the marketplace (Yuriah & Kartini, 2022).

## METHOD

### Hypothesis Development

H1: Brand Awareness is significantly affecting Purchase Intention

H2: Electronic Word-of-Mouth is significantly affecting Purchase Intention

H3: Product Packaging Design is significantly affecting Purchase Intention

### Data and Period Observation

The study will be using a quantitative approach, the research method utilizes the objective measurement by focusing on assessing the variables to reach a conclusion based on the study on the subject. Quantitative approaches gather data by using research tools such as surveys and questionnaires. The representative sample of the desired population can be presented not only restricted by text but can also be represented in other formats such as tables, charts, and graphs to create data visualization analysis. The data will be collected by using surveys in the form of questionnaires by using Google Form. Then, it will be distributed by using social media platforms such as WhatsApp and Instagram. The data collection will be conducted on May 20, 2024, the data collection period will take 4 weeks to conduct to collect sufficient numbers of respondents.

### Sample Selection

Based on Hair et al. (2010), the minimum sample of this study will be 140 respondents. The population of the study aims Jakarta area respondents as based on Statista (2022), Jakarta region has the highest percentage of e-commerce users by 58% compared to other provinces in Indonesia. The sample population criteria of the study are female due to the primary usage of sanitary napkins are made for female (Jeganathan & Berith, 2019), Gen Z (year of birth of 1997-2012) as according to the Kimberly-Clark Softex's company website their target market for their products are teenage girls, and are or used to use e-commerce platforms to buy Softex sanitary napkins even for a one time purchase customer as it may result in giving valuable feedback for a brand's perception and acts as screening question based on the brand that is being studied.

### Research Variables

The study has three independent variables: Product Packaging Design, E-WOM, and Brand Awareness, and one dependent variable: Purchase Intention. To conduct the survey, the researcher adopted questionnaires from previous research that will be used to test the variables from Raharjo et al. (2023) for purchase intention, electronic word-of-mouth, and brand awareness and Harsanto & Jakti (2021) for the measures of product packaging design by also modifying and implementing from Akbar et al. (2023)'s measures on all the variables in this study.

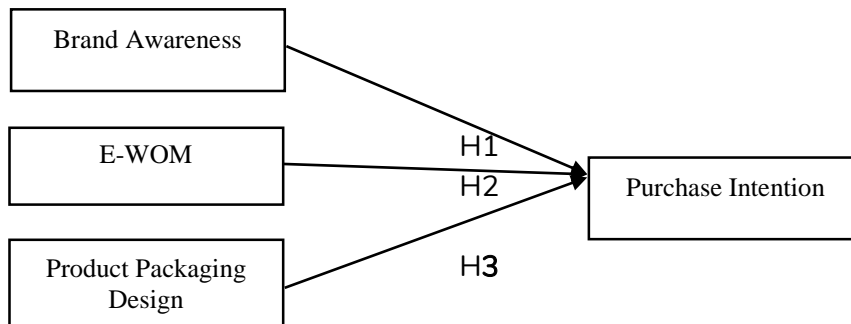


Figure 1. Model Framework of Study

### Pilot Test

Pilot test in data analysis can be described as a small-scale test conducted before the large-scale study. It is used to be the preliminary study which can help to seek for potential issues in the study to create room for adjustments before the large-scale study (Hashmi, 2023). According to Whitehead et al. (2015), the sample size for a pilot test for data analysis can range from 10 to 75 participants or up to 20% of the main survey size.

### Validity and Reliability Test

Validity test ensures the data collected accurately represent the measures as its intended measure. The result will be compared to the settled level of significance, i.e.  $r$  table (Julianto, 2021). The study will be using IBM SPSS Statistics Software version 29 for the validity test by using Kaiser-Meyer-Olkin (KMO), Bartlett's Test of Sphericity and Anti-image Matrix. If based on all of the requirements above have been fulfilled, the variable and its measures can be considered as valid. Reliability test refers to the stability and the consistency of a measure to create the same results over time (Yuriah et al., 2023). By using Cronbach's alpha statistical measure, the measures of questionnaire items are assessed. According to Bruin (2006), coefficient reliability can be considered acceptable when the Cronbach's alpha coefficient is 0.70 or higher.

### Descriptive Analysis

Descriptive analysis will provide the summary based on the main features of the result based on the sample for the study on the studied variables. The analysis serves as a simplified data analysis by relying on mean, minimum and maximum value of the dataset to be carried on on the complex data analysis by using statistics software (Hayes, 2024).

### Regression Analysis

Regression analysis is a statistical method that can be used to determine the relationship between independent and dependent variables. In this study, IBM SPSS 29 software will be used in the regression analysis as it will consist of T-Test, F-Test. To fill in the statistical equation, the researcher uses the result of unstandardized coefficient value reached from the T-test as according to Best (2020), unstandardized coefficient value may be able to be used to determine the statistical equation of the study.

## RESULT AND DISCUSSION

### Result

#### Pilot Test

The minimum required sample to conduct pilot test is 30 respondents, the researcher managed to gather 46 respondents during this test. Below is the result of the validity and reliability test of the measures.

**Table 2.** KMO and Bartlett's Test of Y

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.876
Bartlett's Test of Sphericity	Approx. Chi-Square	167.841
	Df	15
	Sig.	< .001

**Table 3.** Anti-image Matrices of Y

		PI1	PI2	PI3	PI4	PI5	PI6
Anti-image Correlation	PI1	.859 <sup>a</sup>	-.121	.134	-.153	-.332	-.410
	PI2	-.121	.885 <sup>a</sup>	-.367	-.160	.105	-.250
	PI3	.134	-.367	.859 <sup>a</sup>	-.241	-.063	-.329
	PI4	-.153	-.160	-.241	.914 <sup>a</sup>	-.267	-.005
	PI5	-.332	.105	-.063	-.267	.884 <sup>a</sup>	-.217
	PI6	-.410	-.250	-.329	-.005	-.217	.862 <sup>a</sup>

**Table 4.** KMO and Bartlett's Test of X1

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.830
Bartlett's Test of Sphericity	Approx. Chi-Square	145.446
	df	15
	Sig.	< .001

**Table 5.** Anti-image Matrices of X1

		BA1	BA2	BA3	BA4	BA5	BA6
Anti-image Correlation	BA1	.821 <sup>a</sup>	-.221	-.171	-.099	-.522	.090
	BA2	-.221	.845 <sup>a</sup>	-.190	-.477	-.047	.052
	BA3	-.171	-.190	.882 <sup>a</sup>	-.067	-.044	-.409
	BA4	-.099	-.477	-.067	.819 <sup>a</sup>	.102	-.365
	BA5	-.522	-.047	-.044	.102	.803 <sup>a</sup>	-.314
	BA6	.090	.052	-.409	-.365	-.314	.813 <sup>a</sup>

**Table 6.** KMO and Bartlett's Test of X2

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.849
Bartlett's Test of Sphericity	Approx. Chi-Square	183.703
	df	15
	Sig.	< .001

**Table 7.** Anti-image Matrices of X2

		EWOM1	EWOM2	EWOM3	EWOM4	EWOM5	EWOM6
Anti-image Correlation	EWOM1	.779 <sup>a</sup>	.031	-.164	.245	-.431	-.512
	EWOM2	.031	.864 <sup>a</sup>	-.385	-.391	-.245	-.057
	EWOM3	-.164	-.385	.912 <sup>a</sup>	-.035	-.135	-.048
	EWOM4	.245	-.391	-.035	.829 <sup>a</sup>	-.289	-.371
	EWOM5	-.431	-.245	-.135	-.289	.872 <sup>a</sup>	.050
	EWOM6	-.512	-.057	-.048	-.371	.050	.838 <sup>a</sup>

**Table 8.** KMO and Bartlett's Test of X3

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.894
Bartlett's Test of Sphericity	Approx. Chi-Square
	182.790
	df
	15
	Sig.
	< .001

**Table 9.** Anti-image Matrices of X3

		PPD1	PPD2	PPD3	PPD4	PPD5	PPD6
Anti-image Correlation	PPD1	.923 <sup>a</sup>	-.303	-.025	-.207	-.183	-.133
	PPD2	-.303	.868 <sup>a</sup>	-.296	-.277	.096	-.330
	PPD3	-.025	-.296	.882 <sup>a</sup>	-.033	-.449	-.146
	PPD4	-.207	-.277	-.033	.911 <sup>a</sup>	-.310	-.021
	PPD5	-.183	.096	-.449	-.310	.864 <sup>a</sup>	-.111
	PPD6	-.133	-.330	-.146	-.021	-.111	.928 <sup>a</sup>

Based on the result of the validity, all the measures of all variables have KMO value higher than 0.5, Bartlett's Test of Sphericity significance lower than 0.05, and Anti-image correlation Matrix value higher than 0.6. Thus, all the measures are considered valid.

**Table 10.** Reliability Statistics

Variables	Cronbach's Alpha	N of Items
Y	.911	6
X1	.892	6
X2	.916	6
X3	.925	6

Based on the result of the Cronbach's Alpha, all of the variables are considered as reliable as the values have surpassed the minimum alpha coefficient of 0.7 (Hair et al., 2010).

### Descriptive Analysis

Based on the pilot test, pre-test, validity and reliability test, the researcher gathered 46 total responders to be used in the preliminary test in which all the responders were able to understand all of the measures in the survey. In the full data collection, then author gathered 215 total responders to carry on with the study. To show the data, the researcher may use charts, tables, and figures. There are 5 descriptive data that will be shown in this section, which are gender, age, domicile, intention, and the favorable platform.

**Table 11.** Respondents' Gender

Gender	Quantity	Percentage
Female	215	100%
Male	0	0%

All respondents in this study have 100% gender, namely 215 people.

**Table 12.** Respondents' Age

Age	Quantity	Percentage
12-15 Years Old	3	1%
16-19 Years Old	9	4%
20-23 Years Old	107	50%
24-27 Years Old	96	45%

Respondents in this study had varying ages including the majority age 20-23 years old as many as 107 (50%) and minority age 12-15 years old as many as 3 (1%).

**Table 13.** Respondents' Domicile

Domicile	Quantity	Percentage
North Jakarta	33	15%
West Jakarta	48	22%
East Jakarta	38	18%
Central Jakarta	29	13%
South Jakarta	67	31%
Kepulauan Seribu	0	0%

The majority of respondents' domicile areas are in West Jakarta as many as 48 (22%) and there were no respondents in the domicile area Kepulauan Seribu.

**Table 14.** Screening: Have the Respondents Purchased Softex on E-commerce?

Purchased?	Quantity	Percentage
Yes	215	100%
No	0	0%

All respondents have bought Softex on E-Commerce with a total of 215 respondents (100%).

**Table 15.** Respondents' Most Favorable Platform

Most Favorable E-commerce	Quantity	Percentage
Shopee	202	47%
Tokopedia	190	44%
Blibli	18	4%
Lazada	20	5%

Based on the descriptive demographic and exposure towards Softex on the e-commerce, all of the respondents are valid through the set parameters of the sample population. The sample are dominated by female aged between 20-27 years old, and already purchased Softex product on the e-commerce for at least once and all of them are living in Jakarta area.

**Table 16.** Descriptive Analysis

Measurement Items	Mean Value	Min. Value	Max. Value
BA1	4.009	2	5
BA2	4.028	2	5
BA3	4.051	2	5
BA4	4.051	2	5
BA5	3.958	2	5
BA6	4.047	2	5
EWOM1	4.047	2	5
EWOM2	4.042	1	5
EWOM3	4.009	1	5
EWOM4	4.051	1	5
EWOM5	4.060	1	5
EWOM6	4.140	2	5
PPD1	4.181	2	5
PPD2	3.944	2	5
PPD3	4.074	1	5
PPD4	4.028	3	5
PPD5	4.028	1	5
PPD6	4.186	2	5
PI1	4.102	2	5
PI2	3.967	2	5
PI3	4.000	2	5
PI4	4.023	2	5
PI5	3.977	2	5
PI6	3.944	1	5

For the variables of the study which consists of four variables which are brand awareness, electronic word-of-mouth, product packaging design, and purchase intention have approximately above 4 mean value which indicates that most of the answers are leaning towards agree to the statement of the study.

#### Linearity

**Table 17.** Linearity Test Result

Variables	Sig.	Linearity
PI*BA	<.001	Linear
PI*EWOM	<.001	Linear
PI*PPD	<.001	Linear

Based on the result of the linearity test, brand awareness, electronic word-of-mouth, and product packaging design have linear significance relationship with purchase intention.

#### Correlation

**Table 18.** Correlation Test Result

	Purchase Intention	Brand Awareness	E-WOM	Product Packaging Design
Pearson orrelation	1			

		Purchase Intention	Brand Awareness	E-WOM	Product Packaging Design
Purchase Intention	Sig. (2-tailed) N	215			
Brand Awareness	Pearson Correlation Sig. (2-tailed) N	.770** <.001 215	1		
E-WOM	Pearson Correlation Sig. (2-tailed) N	.710** <.001 215	.708** <.001 215	1	
Product Packaging Design	Pearson Correlation Sig. (2-tailed) N	.675** <.001 215	.696** <.001 215	.702** <.001 215	1

As mentioned by Schober et al. (2018), correlation can be used to calculate and to see the relationship between connected variables which the result can be -1 or + 1 where it indicates the strength of the correlation of the variables. Based on rule of thumb of the maximum value of .85 correlation between variables, all of the variables have less than .85 Pearson Correlation Coefficient, thus indicates the variables are different from each other's.

#### F-Test

**Table 19.** F-test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	32.302	3	10.767	135.562	<.001 <sup>b</sup>
Residual	16.759	211	.079		
Total	49.061	214			

In Table 4.18, the Significance value is < .001 which is lower than the value of alpha (0.05). According to the F-table with df1 of 3 and df2 of 211, the F-test value needs to exceed the F-table value of 2.667, in this case, the F-test value of the study is 135.562 which exceeds the critical value of the F-table. With this result, the study suggests that the independent variables have a significant impact toward the dependent variable, and hypothesis null must be rejected.

#### T-Test

**Table 20.** T-test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.508	.184		2.767	.006
Brand Awareness	.445	.059	.470	7.571	<.001
Electronic Word-of-Mouth	.242	.058	.262	4.186	<.001
Product Packaging Design	.177	.066	.165	2.681	.008

Based on Table 4.19, the Significance of each of the variables are BA (<.001), EWOM (<.001), PPD (.008) which all of them are smaller than the required alpha coefficient of 0.05 resulting in significant relationship between all the independent toward the dependent variable. The T-table value based on the df and the alpha coefficient of 0.05 is 1.962. Reject hypothesis null as the T-test value of BA is 7.571 which is higher than the critical value from the T-table of 1.962. Thus, brand awareness is positively affecting Purchase Intention. Reject hypothesis null as the T-test value of EWOM is 4.186 which is higher than the critical value from the T-table of 1.962. Thus, Electronic Word-of-Mouth is positively affecting Purchase Intention. Reject hypothesis null as the T-test value of PPD is 2.681 which is higher than the critical value from the T-table of 1.962. Thus, Product Packaging Design is positively affecting Purchase Intention.

### Discussion

Based on the findings, the statistical tests were run toward the effect of the independent variables to the dependent variable. As according to Best (2020), unstandardized coefficient value may be used as the regression analysis, the author may use the value to fill in the regression equation below:

$$\text{Purchase Intention} = 0.508 + 0.445 (\text{Brand Awareness})^{**} + 0.242 (\text{Electronic Word-of-Mouth})^{**} + 0.177 (\text{Product Packaging Design})^{**}$$

\*Significance level of 5% (confidence level of 95%)

\*\*Significance level of 1% (confidence level of 99%)

With the result of the equation above, the path coefficient of each of the variables which are Brand Awareness (0.445), Electronic Word-of-Mouth (0.242), and Product Packaging Design (0.177). According to Chandamarakshan (2023), positive path coefficient can be defined that the relationship is positively impacting the dependent variable, thus, brand awareness, electronic word-of-mouth, and product packaging design has a positive relationship toward purchase intention (Yuriah et al., 2024). The variable which has the highest significant impact towards purchase intention in the study is brand awareness (Muthoharoh et al., 2022). Based on the hypothesis development formulated in the study, below is the result based on the data analysis:

H1: Brand Awareness is significantly affecting Purchase Intention (Accepted)

H2: Electronic Word-of-Mouth is significantly affecting Purchase Intention (Accepted)

H3: Product Packaging Design is significantly affecting Purchase Intention (Accepted)

### CONCLUSION

Based on the findings of the study, brand awareness, electronic word-of-mouth, and product packaging design plays a crucial role for customers' purchase intention of Kimberly-Clark Softex on the e-commerce platforms. By consistently raising brand awareness, brands will gain more purchase intention, as according to Shahid (2017), customers will tend to buy products from a brand that they think is well known among the market competition. Electronic word-of-mouth may affect purchase intention on e-commerce significantly as by having online reviews which are generated by user generated contents (UGC) will reduce the uncertainties of the new customers to purchase the product, resulting in higher purchase

intention (Yang et al., 2016). To have informative, unique product packaging design is an important and crucial part on the online marketplace to stimulate purchase intention as on e-commerce, the products can only be seen virtually, hence, the product design is important (Tiancong et al., 2020). Based on the result of the study, brand awareness has the highest effect towards purchase intention of Kimberly-Clark Softex on e-commerce. On theoretical implications of the study, the study contributes into better understanding of purchase intention towards a brand on the e-commerce platforms by considering brand awareness, electronic word-of-mouth, and product packaging design as the scope of the study. Research gap from the study of purchase intention of Mie Ufo in Daan Mogot, Jakarta area (Harwani & Sakinah, 2020) on the hypothesis 1 regarding Brand Awareness towards Purchase Intention as in this study the author uses non-probability sampling and increase the area of the study for even distribution of the result. However, hypotheses 1 & 2 are aligned based on the research of Putra and Padmanty (2023), and Rahardjo et al, (2023) and hypothesis 3 is aligned based on Harwani and Sakinah (2020) study. All in all, this study may be able to strengthen the theoretical evidence of purchase intention for a brand on e-commerce by integrating brand awareness, electronic word-of-mouth, and product packaging design.

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