

**THE INFLUENCE OF VISUAL, VERBAL PACKAGING DESIGN AND  
PACKAGING BENEFITS TOWARDS PURCHASE DECISION OF  
PERFUME PRODUCT**

**A STUDY OF YOUNG CONSUMERS IN INDONESIA**

**Thesis**

**Presented as Partial Fulfillment of Requirements for the Degree of Sarjana  
Manajemen (S1) in International Business Management Program  
Faculty of Business and Economics Universitas Atma Jaya Yogyakarta**



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**FACULTY OF BUSINESS AND ECONOMICS  
UNIVERSITAS ATMA JAYA YOGYAKARTA  
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**Yogyakarta, 09<sup>th</sup> June 2021**



**UNIVERSITAS ATMA JAYA YOGYAKARTA**  
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**Letter of Statement**

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## **AUTHENTICITY ACKNOWLEDGEMENT**

I, the author of this research, hereby declare that I compiled this research by myself. I fully consent that the part of my writing does consists others writing that I have cited and mentioned in references. I would like to take full responsibility of losing my degree that has been given by Universitas Atma Jaya Yogyakarta, if I have done plagiarism on this research.

Yogyakarta, 09<sup>th</sup> June 2021

**Devina Kurniawan**

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**Yogyakarta, 09<sup>th</sup> June 2021**

**Devina Kurniawan**

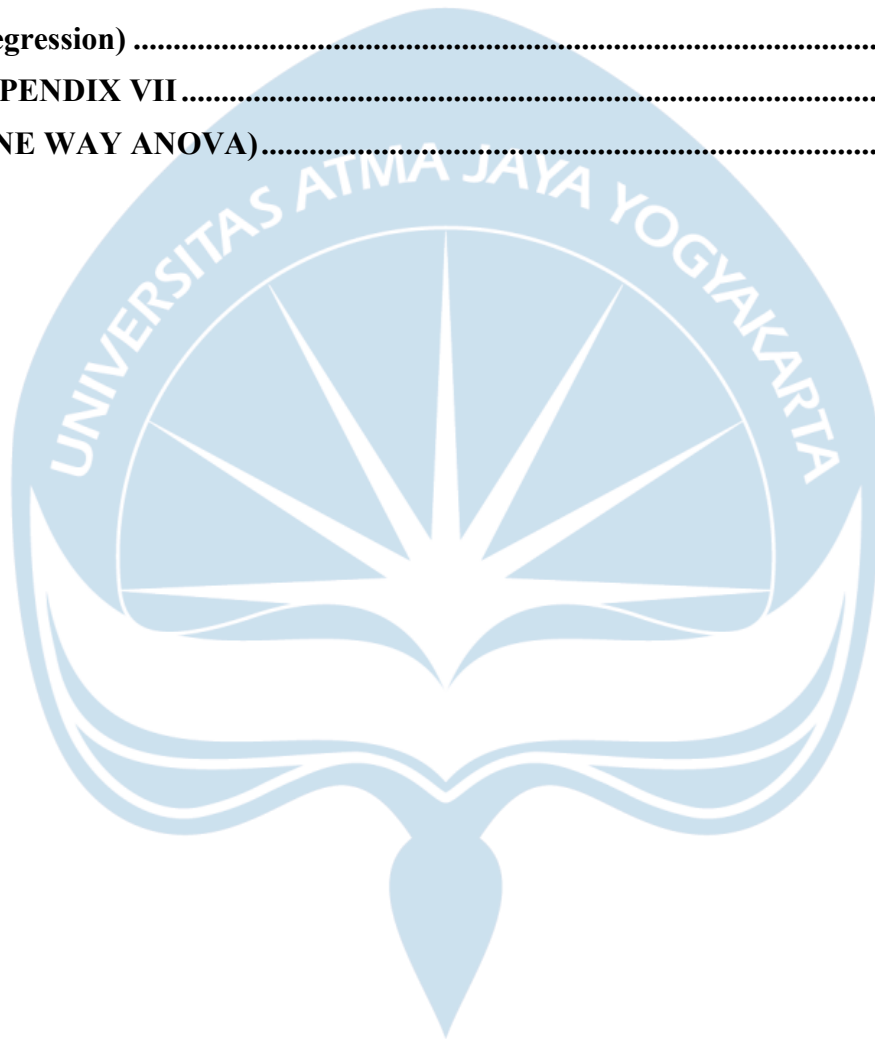
## TABLE OF CONTENTS

TITLE PAGE .....	i
AUTHENTICITY ACKNOWLEDGEMENT .....	ii
ACKNOWLEDGEMENT .....	iii
TABLE OF CONTENTS.....	v
LIST OF TABLES .....	viii
LIST OF FIGURES .....	ix
LIST OF APPENDIXES .....	x
Abstract.....	xi
CHAPTER I.....	1
INTRODUCTION.....	1
1.1. Research Background.....	1
1.2. Problem Identification .....	8
1.3. Research Objectives .....	8
1.4. Research Benefit.....	9
1.5 Research Systematic .....	10
CHAPTER II.....	12
LITERATURE REVIEW.....	12
2.1 Theoretical Background .....	12
2.1.1 Packaging .....	12
2.1.2 Packaging Design .....	14
2.1.3 Packaging Benefits .....	16
2.1.4 Buying Decision .....	17
2.2 Previous Studies .....	19
2.3 Hypothesis Development .....	25
2.4 Conceptual Framework.....	27
CHAPTER III .....	28
RESEARCH METHODOLOGY .....	28
3.1 Research Design .....	28
3.2 Research Location, Subject, and Object.....	29
3.3 Data Collection .....	29
3.3.1 Population and Sample.....	29

3.4 Operational Definition .....	32
3.5 Instrument Test.....	36
3.5.1 Validity Test.....	37
3.5.2 Reliability Test.....	39
3.6 Analysis Tools .....	41
3.6.1 Descriptive Analysis .....	41
3.6.2 Regression Analysis.....	41
3.6.3 One Way ANOVA.....	44
CHAPTER IV.....	45
DATA ANALYSIS .....	45
4.1 Respondents Demographic.....	45
4.2 Descriptive Statistic.....	48
4.3 Regression Analysis.....	52
4.3.1 Simultaneously Regression Test (F-test).....	53
4.3.2 Partial Regression Test (T-test) .....	54
4.4 One Way ANOVA Analysis .....	55
4.5 Discussion.....	60
4.5.1 The Effect of Visual Packaging towards Buying Decision .....	60
4.5.2 The Effect of Verbal Packaging towards Buying Decision.....	61
4.5.3 The Effect of Packaging Benefits towards Buying Decision .....	61
4.5.3 The difference of consumers' perception on visual packaging, verbal packaging, and packaging benefits towards buying decision based on age, level of income, and level of education. ....	62
CHAPTER V .....	63
CONCLUSION AND RECOMMENDATION .....	63
5.1 Conclusion.....	63
5.2 Managerial Implication .....	64
5.3 Limitation of the Research .....	66
5.4 Suggestion for Further Research .....	66
REFERENCES.....	68
APPENDIX I .....	75
(Questionnaire).....	75
APPENDIX II.....	80
(Respondents' Data).....	80
APPENDIX III .....	89
(Questionnaire Data).....	89



<b>APPENDIX IV</b> .....	<b>120</b>
<b>(Validity and Reliability)</b> .....	<b>120</b>
<b>APPENDIX V</b> .....	<b>128</b>
<b>(Descriptive Statistic)</b> .....	<b>128</b>
<b>APPENDIX VI</b> .....	<b>131</b>
<b>(Regression)</b> .....	<b>131</b>
<b>APPENDIX VII</b> .....	<b>134</b>
<b>(ONE WAY ANOVA)</b> .....	<b>134</b>



## LIST OF TABLES

Table 2.1 Previous Studies.....	20
Table 3.1 Operational Definition.....	33
Table 3.2 Validity Test.....	39
Table 3.3 Reliability Test.....	41
Table 4.1 Descriptive Gender.....	46
Table 4.2 Descriptive Age.....	47
Table 4.3 Descriptive Income.....	48
Table 4.4 Descriptive Education.....	48
Table 4.5 Descriptive Statistic.....	49
Table 4.6 Regression Analysis.....	54
Table 4.7 One Way ANOVA Age.....	56
Table 4.8 One Way ANOVA Income.....	57
Table 4.9 One Way ANOVA Education.....	59

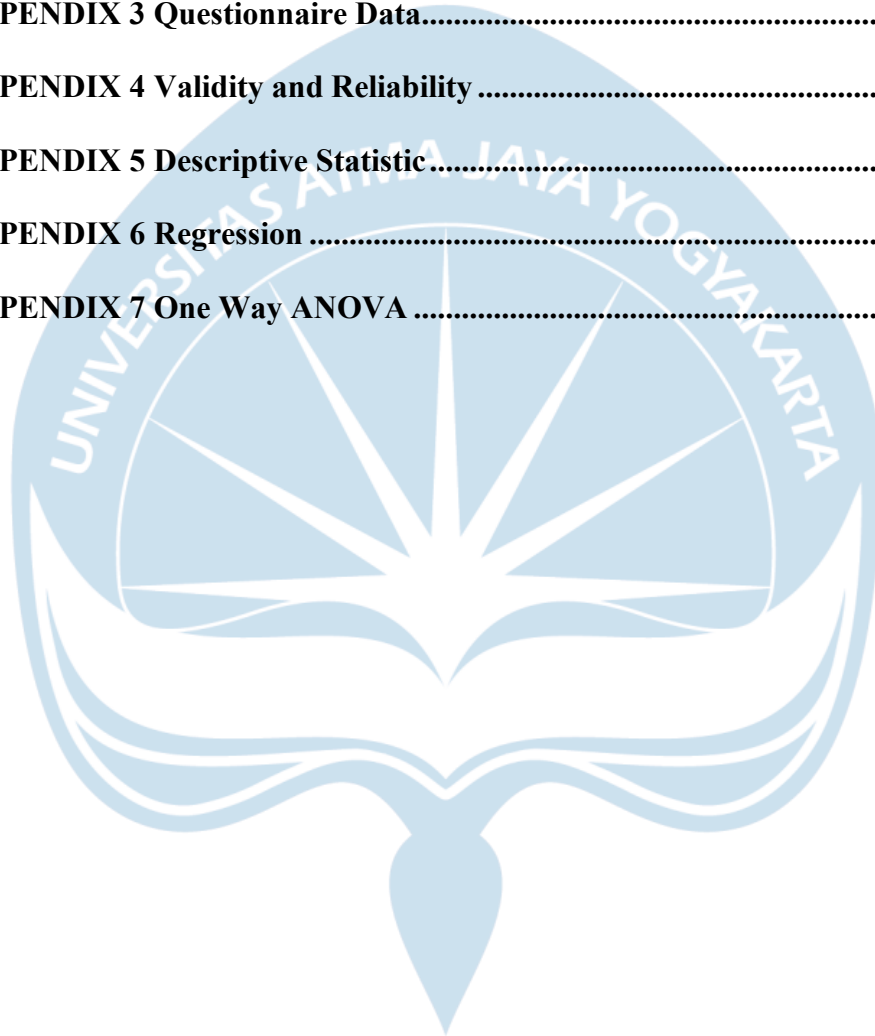
## LIST OF FIGURES

<b>Figure 1.1 Growth of Cosmetic Products.....</b>	<b>4</b>
<b>Figure 2.1 Conceptual Framework.....</b>	<b>28</b>



## LIST OF APPENDIXES

<b>APPENDIX 1 Questionnaire.....</b>	<b>83</b>
<b>APPENDIX 2 Respondents' Data.....</b>	<b>88</b>
<b>APPENDIX 3 Questionnaire Data.....</b>	<b>97</b>
<b>APPENDIX 4 Validity and Reliability .....</b>	<b>128</b>
<b>APPENDIX 5 Descriptive Statistic.....</b>	<b>137</b>
<b>APPENDIX 6 Regression .....</b>	<b>140</b>
<b>APPENDIX 7 One Way ANOVA .....</b>	<b>143</b>



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**Abstract**

The objective of this study is to analyse the effect of perfume packaging design and benefits on young consumers buying decision in Indonesia. The respondent of this research are Indonesian consumers who have ever purchased authentic perfume product with the total amount of 202 consumers. This study uses descriptive statistic, regression, and One Way ANOVA that are analysed using SPSS.

From the analysis that have been done in this study, the findings show that:

- (1) packaging design (visual and verbal) as well as packaging benefits positively affect the consumers' buying decision.
- (2) There is a difference of consumers' perception on visual packaging, verbal, and benefits towards buying decision based on age.
- (3) There is a difference act on consumers buying decision based on age.
- (4) There is a difference of consumers' perception on verbal packaging towards

buying decision and there is a difference act on consumers buying decision based on the level of income. (5) There is no difference of consumers' perception on visual packaging and packaging benefits towards buying decision based on the level of income. (6) There is a difference of consumers' perception on visual packaging, verbal packaging, and packaging benefits towards consumers buying decision as well as there is a difference act on consumers buying decision based on the level of education.

**Keywords:** Packaging design, packaging benefits, packaging visual, packaging verbal, buying decision

