INFLUENCE OF PACKAGING DESIGN FACTORS TOWARD
IMPULSIVE BUYING AT CHATIME CIKARANG CITY

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014201300093

A skripsi presented to the Faculty of Business President University in
partial fulfillment of the requirements for Bachelor Degree in Economics
Major in Management

December 2016
The panel of Examiners declare that the skripsi entitled “INFLUENCE OF PACKAGING DESIGN FACTORS TOWARD IMPULSIVE BUYING AT CHATIME CIKARANG CITY” that was submitted by Kristian Alfredo Jonathan majoring in Management from the Faculty of Business was assessed and approved to have passed the Oral Examinations on 21 December 2016.

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The skripsi entitled “INFLUENCE OF PACKAGING DESIGN FACTORS TOWARD IMPULSIVE BUYING AT CHATIME CIKARANG CITY” prepared and submitted by Kristian Alfredo Jonathan in partial fulfillment of the requirements for the degree of Bachelor in the Faculty of Business has been reviewed and found to have satisfied the requirements for a skripsi fit to be examined. I therefore recommend this skripsi for Oral Defense.

Cikarang, December 17, 2016

Acknowledged by, 

Recommended by,

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DECLARATION OF ORIGINALITY

I declare that this skripsi, entitled “INFLUENCE OF PACKAGING DESIGN FACTORS TOWARD IMPULSIVE BUYING AT CHATIME CIKARANG CITY” is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, 17 December, 2016

Kristian Alfredo Jonathan
ABSTRACT

This research entitled “Influence of Packaging Design Factors Towards Impulsive Buying at Cikarang City” was conducted with 115 respondents who were a consumer of Chatime in Cikarang especially Mall Lippo Cikarang. There were three independent variables being studied, these are graphic design, structure design, and surface design, the dependent variable is impulsive buying towards Chatime. Data analysis technique used were multiple linear regression coefficients and F-statistic testing to test the influence stick with a significance level of 5% (0.05). It also tested the classical assumptions that included test of normality, multicollinearity test, test of heteroscedasticity and autocorrelation test. This shows the available data has been qualified using multiple linear regression equation model. The result of all indicated with Structure Design (X2) & Surface Design (X3) have no significant influence towards Impulsive Buying in Chatime Mall Lippo Cikarang. The variable Graphic Design (X1) has significant influence towards Impulsive Buying in Chatime Mall Lippo Cikarang. The predictive ability of three variables Impulsive Buying towards Chatime in Mall Lippo Cikarang in this study was 33.4% while the remaining 66.6% were affected by other factors not included in the research model being studied.

Keywords: graphic design, structure design, surface design, impulsive buying
ACKNOWLEDGEMENT

First of all, I would like say thank you to the God because of His grace and blessing, I can complete the skripsi entitled “Influence of Packaging Design Factors Towards Impulsive Buying in Chatime Cikarang City” very well, both morally or spiritually so in this occasion the author would like to thank to:

1. My Parent, Markus Jonathan and Liliana Phong who support me for getting a good education until now I finish my studies at President University.

2. Mrs. Filda Rahmiati, MBA., as my advisor in this research that guide me for any advice, suggestion, and recommendation, also supports me during the process to complete this thesis.

3. Mr. Orlando Santos and Mrs. Geraldine Advincula as my lecture in university that always supports me during the thesis situation.

4. For Aurelia Florentina Jocelin thanks for supporting me up until now and never give up on me. 😊


6. The last, for any parties which I cannot be mentioned one by one, including people who are supporting me in filling the questionnaire patiently.

Cikarang, December, 2016

Kristian Alfredo Jonathan
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CHAPTER I

INTRODUCTION

1.1 Background

In this new growing era, every company needs to have innovations and changes on their product in order to sustain in the business. Companies may increase the potential market for their sales by pursuing international consumer and industrial markets. The most popular categories in this era engaged in the Food and Beverages (F&B) Industry. F&B is an industry which consists of foods made in the kitchen and drinks prepared in the bar to the customers (guests). It took place in such restaurants, bars, hotels, airlines, cruises ships, trains, companies, schools, colleges, hospitals, prisons, takeaway, etc. of the most notable innovations in the F&B businesses is in the form of its product packaging. The attractive packaging design is capable of influencing consumers to purchase such products just because packaging design that attracted to them.

Nowadays, there are numerous F&B businesses from abroad established in Indonesia. Most of them came to this country by using franchise as their entry strategy. The business franchise model is widely and increasingly used by entrepreneurs seeking growth through geographic expansion. According to Gillis & Castrogiovanni (2012) franchising may be defined as a business arrangement which allows for the reputation, (goodwill) innovation, technical know-how and expertise of the innovator (franchisor) to be combined with the energy, industry and investment of another party (franchisee) to conduct the business of providing and selling of goods and services. According to Maruganantham & Shankar (2013) because of many franchises in Indonesia that attract consumers, it drives to impulsive buying towards them. Impulsive buying defined as an unplanned behavior involving quick decision-making and tendency for immediate acquisition of the product.
1.1.1 Food and Beverages (F&B)

Food and beverage industry has always been the most important and contributive sector in Indonesia. Last year, this sector contributed as much as 7% to the GDP and 28% to total industrial manufacturing output. It is accounted as the biggest contribution towards GDP for non-oil sector. Food and Beverage sector’s business prospect seems promising, since it grew significantly. For instance it grew with 13.6% in 2013. Due to the large Muslim majority, Indonesian beverage industry is dominated by the non-alcoholic beverages. It was estimated to gain F&B 8.5 billion USD with growth rate of 10 percent in 2013. Sidjabat(2015). Tea and coffee are two types of beverage which is the most common to be consumed by Indonesian, besides still water. It is mentioned by Roy Morgan Research that the largest composition of consumed beverages by Indonesians in seven days are hot tea with 22 percent, hot coffee with 15 percent, and iced tea with 12 percent. (Natasha Telles D’Costa. 2014).

Rapid economic growth in South-East Asia is creating a burgeoning market for imported F&B products. Indonesia accounts for one third of the region’s GDP and has the fifth largest fresh food market in the world. The turnover in Indonesia’s processed F&B industry grew by 4 to 5 percent in the first quarter of 2015 from the same period last year. Creative packaging styles are developed to distinguish the external look of different products. Despite its commercial significance, the importance of packaging is often underestimated, as is the importance of protecting design aspects of products to prevent counterfeiting and replication. Anggi Sidjabat(2015).

1.1.2 Background of Chatime

One of F&B franchises available in Mall Lippo Cikarang is Chatime Tea. At a glance people know Chatime is selling a bubble milktea but we did not really know what the meaning of Chatime itself. Chatime is combination of the word “Cha” which means tea in mandarin, and the word “Time”, so Chatime means “tea time” or “time for tea.” A break time everyone can enjoy young and old, with one of our delicious drinks (Chatime, 2015). Chatime is a Taiwanese based beverage company
with the sole aim of bringing the best tea for refreshments. Founded in 2005, it has expanded over 1000 locations all over the world, most notably in Asia including Taiwan, China, India, Japan, Malaysia, Singapore, Korea, Thailand, and of course in Indonesia. There are also locations in Australia, USA, Canada, UK, France, and parts of the Middle East.

Since opening in Indonesia in 2011, Chatime have strived to make the best tea based beverage provider in Indonesia. With over 100 outlets throughout Indonesia, Chatime constantly improving and expanding to serve customers better. With a delicious cup for everyone, a drive to open more locations to better serve loyal customers, and a dedication to delivering real and fresh ingredients, Customers will see why Chatime is the best beverage in Indonesia. For making their consumers more attractive, Chatime have a website for consumers so they could create their cup itself as shown in Figure 1.

![Chatime Cup Design](image)

**Figure 1: Chatime Cup Design**

Nowadays, many F&B businesses are competitors of Chatime. Especially in Mall Lippo Cikarang, competitors of Chatime such as: Hop-hop, Metime, and Dum-dum which engaged in food and beverages concentrate with bubble milk tea products.
Hop-Hop the Bubble drink was come established in Indonesia with license from Canada as product in 2000. The Founder is Mr. Michael Karnady with 2 brothers build PT. Mata Air Boga Lestari as the company to be production Hop-Hop The Bubble Drink. Hop-Hop The Bubble Drink popular as the pioneer to make a bubble drink in Indonesia and be the number one in Jakarta.

Dum-dum was made by Mr. Hamid Sugiyanto, Master Franchise Thai Tea Dum Dum, around one year ago. He got this idea is come from when he traveling to Thailand, and he looked many travelers from Indonesia like that tea. Now Dum Dum Thai tea already open in Jakarta, Medan, Surabaya, Palembang, Jambi, Bandung, Makasar, Bali, and Semarang. Last competitor is Me Time which is only available in Cikarang.

So, for that, Chatime should innovate its product that creates attractiveness which could attract consumer to buy the product. As mentioned above that the packaging design can attract consumer. Therefore, the researcher would like to know if Graphic Design, Structure Design, and Surface Design of Chatime could influence the impulsive buying of the consumer in Mall Lippo Cikarang.

1.2 Problem Identification

Beverages fall under non-essential items and are available in a variety of retail outlets like restaurants, bakeries, etc. apart from organized retail stores (Gandhi, Vajpayee, and Gautam). Even though it is not an important item, but many people are attracted by certain factors that make them to do impulsive buying. The impulsive buying of consumer can be influenced by several factors. It is important to find which factor that affect the impulsive buying of consumer of Chatime Mall Lippo Cikarang. According to Alauddin(2014) almost everybody makes impulse buying at one time or another; it would seem that this is relatively simple phenomenon. A consumer sees something, find it appealing, although he or she had not planned its purchase before entering the stores. According to Connolly and Davidson(1996) as cited Christy & Ellyawati(2014) one of research test and estimated if around 73% from purchase decision on point of sale. That’s why, it was suspected if packaging design could make an
Impulsive buying. Packaging design one of main point to be a company decision to do a promotion. According to Klimchuk & Krasover (2007) as cited Christy & Ellywati (2014), a company should be creative to make a packaging design, because interesting packaging design and unique could trigger behavior of impulsive buying. The strategy to make an attractive packaging design also carried out by Chatime bubble tea. That design always attracts consumers to buy Chatime with impulse buying. Factors in packaging design used in this study are: graphic design, structure design, and surface design. Based on the description above, the problem of this research is, “Influence of Packaging Design Factors Toward Impulsive Buying at Chatime Cikarang City”

1.3 Research Questions

This research is appointed to answer the following research questions:

1. Does graphic design have significant influence towards impulsive buying of Chatime product at Mall Lippo Cikarang?
2. Does structure design have significant influence towards impulsive buying of Chatime product at Mall Lippo Cikarang?
3. Does surface design have significant influence towards impulsive buying of Chatime product at Mall Lippo Cikarang?
4. Do graphic design, structure design, and surface design have significant influence towards impulsive buying of Chatime product at Mall Lippo Cikarang?

1.4 Research Objectives

1. To determine the significant influence of graphic design towards impulsive buying of Chatime product at Mall Lippo Cikarang.
2. To determine the significant influence of structure design towards impulsive buying of Chatime product at Mall Lippo Cikarang.
3. To determine the significant influence of surface design towards impulsive buying of Chatime product at Mall Lippo Cikarang.
4. To determine the simultaneous significant influence of graphic design, structure design, and surface design towards impulsive buying of Chatime product at Mall Lippo Cikarang.

1.5 Significance of the Study

The significance of doing this research would consist of several things that can be expected to provide an overview of research results to other authors who want to do research on the influence of packaging design with impulsive buying. The results of this study also may be useful in providing reference and expansion of knowledge for readers. For the company, may be a feedback on the design of packaging that can influence the Impulsive buying is to be built on product packaging in the future.

1.6 Limitation

The limitation of this research is people aged 16 to 45 above who ever buying Chatime in Cikarang by spreading to 134 respondents. Researcher chooses that type of respondent is because they are the major buyers of F&B Products. This research will discuss about Influence of design packaging factors to impulsive buying which is contain graphic design, structure design, and surface design. Researcher chooses only Cikarang because the researcher wants to identify about Chatime’s consumers impulsive buying focusing at Cikarang.

1.7 Organization of skripsi

This thesis consists of five chapters, which are Introduction, Literature Review, Methodology, Data Analysis and Conclusion. Chapter 1 provides the overview of entire research study which contain research background, followed by problem statement, research questions and objectives, significance of the study, limitation and organizational of skripsi. Chapter 2 provides review of literature each variables and research gap. Chapter 3 consists of theoretical framework, hypotheses, operational definitions, Instrument, Sampling. Chapter 4 consists of descriptive analysis and inferential analysis. And the last is Chapter 5 consists of conclusion of the research.
CHAPTER II
LITERATURE REVIEW

2.1 Introduction

In this chapter the researcher reviews literature of study. All the theories inside of this chapter related with variables of the research. The review will transfer incredibly on information acquired from published reference materials like books, digital books, and previous journal. Researcher does the review towards of several studies that had been studied in relation of packaging design and impulsive buying for consumers.

2.2 Impulsive Buying

Maybe people have been ever felt like want to buy products A, but when at home people already find another product. All the products except the products A are unplanned when shopping. This is called impulsive buying, which is an unplanned purchase decision. The purchase decision happened because the consumers are stimulated by many factors.

It is therefore important for retailers to understand impulse buying behavior as it can aid in enhancing the sales of the firm. Impulse purchase is an unplanned decision to buy a product (Inman, et al, 2009). For example, if a customer walks into a store to pick up bread and also ends ups buying a cold drink, then this can be termed as an impulsive purchase. There are many factors which can trigger impulse purchase like age of shopper, gender, time spent at the store, packaging, engaging displays, creative advertising and alluring promotional offers. These factors can trigger unrecognized needs and desires and entire consumer to purchase unintended goods, in turn act impulsively, Inman, et al (2009) added.

According to Levy & Weitz (2012) one common type of limited problem solving is impulse buying, which is a buying decision made by customers on the spot after
seeing the goods. According to Christy & Ellyawati (2015), impulsive buying as a trend of consumers to spontaneous, purchasing, reflex, suddenly and automatically. Impulsive buying happened because there is a strong feeling where affective situation directly to buying behavior, without building a trust and think hard to buying the thing.

2.3 Packaging

According to Kotler P. (2013) packaging as all the activities of designing and producing the container for a product. According to Talitha (2012), the function of packaging just to protect the things or make easier took the thing. As time goes by everything became more complex, and then there was an additional function values and role of packaging in marketing start recognize the main power inside market competition. Actually, the role of packaging felt in around 1950, many supermarket, minimarket, hypermarket where packaging have “could sell” the product at the shelves. But at the moment the function of packaging still only for giving the information and told to consumers about what is inside or ingredients inside the packaging. At 1980 where the competition in business more straight and group of producers compete to attract the consumers, which shape and model of packaging felt so important role in marketing strategy. In here packaging have to attract, describe the benefit of product, and “persuade” consumers. At this time that the packaging takes up the role of sales when the sale and purchase occurred.

According to Arrens (1999) as cited Talitha (2012) packaging can defined as over all the physic and include design, color, shape, and material of packaging.

According to Kotler and Amstrong (2012) “Packaging involves designing and producing the container or wrapper for a product” which is have a meaning that packaging process involves an activity to design and producing, the main function of packaging itself is to protect the product to keep the product still have a good quality. According to Nillson & Ostrom (2005) in Cahyorini & Rusfian (2011), the variables of packaging design divide become 3 dimension, these are graphic design, structure design, and product information.
There are 3 main reasons to do packaging activity:

1. Packaging required safety and benefit, which packaging protect the product on the way from producers to consumers.
2. Packaging could do the marketing program, where through the packaging product identify become more effective and automatically prevent change with the competitor product.
3. Packaging one of the step to increase company profit. That’s why company have to make interested packaging as good as much. Through interesting packaging hopefully could attract consumer’s attention.

So, the conclusion is the role of packaging is more important in business or marketing strategy which is not only for protect the product quality but only show the quality of the product through the packaging. Packaging become of part where the producers should innovative to design the packaging to attract consumers.

2.4 Graphic Design

According to Nilsson & Ostrom (2005) in Cahyorini & Rusfian (2013) graphic design is visual decoration in surface product, and there is 4 sub dimension: brand name, color, typography, and image. According to Meyers and Lubliner in Watcharatom Penasitorn(2015) that the graphic design on the packaging is to communicate the visual. It aims to encourage merchandising. Graphic Design is a strategy of contributing causes purchasing behavior.

2.5 Structure Design

According to Young(1996) as cited Talitha(2012), Structure design is packaging design that have a relation with shape display from the packaging to make the structure design that have to looked up is packaging functional aspect. Structure design also show many things related with personality a product. There are elements from structure design:
2.5.2 Shape

According to Wirya (1999) as cited Talitha (2012), packaging shape is main support that could help build visual attractiveness. Shape have an important role for some product such as drink, cosmetic, and etc. for another product shape is an identity, extra value for some function even though just a standardization from distributors. Shape give identity and image for product including give product personality, but many products that said shape is not enough to build introduction product to consumers. According to Smith (1993) as cited Talitha (2012), packaging shape also influence the functional of protection and comfortable to hold, pour, and saving.

According to Danger (2005) as cited Talitha (2012) shows something that need to attention in designed packaging shape, among: Simple shape is likely by consumers because the simple shape is easy to carry also easy to safe compare with complicated shape.

Actually, that’s why, shapes of packaging is very sensitive and company have to attention so consumers could be more attractive with packaging shape that company market compare with another company.

2.5.3 Size

According to Smith (1999) as cited Talitha (2012) In general there are four options for packaging. Small pack, medium pack, big pack also family pack. Packaging size that company choose was based on promotion decision after few of riset. Where the company used to show packaging size of a product suitable with consumer’s needs. Packaging size could become communication to be function of product and could push the consumers to purchase. For various product, packaging size become a factor to push the packaging become a walk advertisement. Like company that product drink with medium size and large size so it made the drink cannot be spent on drinks by consumers, so consumers must be carry the packaging. And if a company produce the drink product in small size it could be carried by consumers easily, and at that time when consumers carried the packaging also the role of packaging as advertisement to promote the company's product indirectly.
2.6 Surface Design

According to Blythe(2000) as cited Talitha(2012), surface design is visual image that delivered from a packaging. Surface design packaging focuses on engagement of the senses of point of view target consumers. According to Nilsson & Ostrom(2005) as cited Talitha(2012), Surface design have biggest opportunities to push purchasing product. There are elements from surface design:

2.6.1 Color

According to Klimchuck &Krasovec(2007) as cited Talitha(2012) color is important aspect to influenced packaging design. According to Stockton, color made from light or pigment, lighting color from nature(sun) and lighting color made of people from bulb, candle, and etc. According to Klimchuck &Krasovec(2007) People eyes look at color before brain know the image, shape, symbol. According to Nilsson& Ostrom(2005) Color used for specific aims. In Packaging design, main point of color is to eye catching. Color also could be seen, also have to attractive in shelves, if want to be keep strong in hard completion in self-service environment. According to Moriarty(1991) as cited Talitha(2012) stated color is used to build a mood, attract the attention, push and make a strong memory.

According to Smith(1999) as cited Talitha(2012) stated if the meaning of using a color is could be different in every areas or group of citizens so to determine a packaging color needs a adaptation for the product that have a global market. The using of color in packaging consistently in long term can build a color ownership. Where it will make a brand that identified with a certain color so it attractive at shelves. According to Keller(2002) A Brand which have color ownership will be hard to imitated by competitor brand.

2.6.2 Brand Name

According to Philip Kotler(2013) a brand is a name, term, sign, symbol, or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competitor.
So, that's why brand name is one of personality company, consumers will give a perception which they which the brand name will made the consumers choose the products because it increases the status when they use the product.

2.6.3 Picture

According to Watcharatorn Pensasitorn(2015) the images that reasonable for packaging of food and beverages should be clearly obvious brand, a product image demonstrates what the product is, and should have the capacity to appeal to the passionate side. In addition, there are many packaging that bids to many clients with a wide range. Be that as it may, there are few brands or products that don’t utilize the pictures on the packaging, it can also pull the attention of consumers, such as packaging of drink some milk.

2.7 Research Gap

The researcher will summarize the literature and discuss the research gap of this research in this part. On previous studies, some researcher talk about packaging design that influences on impulsive buying in many types of studies case by using variable graphic design, structure design, and product information on their studies. The previous research there is a variable product information on the product research, so researcher will not it for the variable because my product packaging is not stated the product information. The researcher also adds variable surface design with the study case of Chatime Mall Lippo Cikarang. According to Nilsson & Ostrom(2005) as cited Talitha(2012) it is because surface design have a biggest opportunities encourages purchases on product. Researcher choose surface design as added variable because in the other previous research also talk about the packaging design and it support to this skripsi to analyze the influence of packaging design factors towards impulsive buying by consumers at Chatime Mall Lippo Cikarang. Lasty this study is also different from the previous research in terms of location, period, and sample size taken. The study is conducted in Chatime Mall Lippo Cikarang, in October until November 2016, with a sample size of 115
respondents to analyzing the influence of the packaging design to consumers who make purchases impulsively. A research framework is needed to be tested where the graphic design, structure design, surface design can be validated as the determinants of impulsive buying.
CHAPTER III
RESEARCH METHODOLOGY

3.1 Introduction

For this chapter, the researcher will explain about theoretical framework hypotheses, operational definition of variables and research instruments method that is used for this research. This chapter will also explain which method used to answer the research objective.

3.2 Theoretical Framework

To analyze the Influence of packaging design factors on impulsive buying in Chatime Mall Lippo Cikarang. As for the variables used in this study are:

![Theoretical Framework Diagram]

**Figure 3.1: Theoretical Framework**

*Source: Awan (2016)*
The Figure 3.1 illustrates the component of theoretical framework which consists of dependent and independent variable. During the research study, the researcher uses three variables which are graphic design (X1), structure design (X2), and surface design (X3) as independent measurements to influence impulsive buying (Y) partially as well as simultaneously.

3.3 Hypothesis

H₁: There is a significant influence of graphic design towards impulsive buying of Chatime in Mall Lippo Cikarang

H₂: There is a significant influence of structure design towards impulsive buying of Chatime in Mall Lippo Cikarang.

H₃: There is a significant influence of surface design towards impulsive buying of Chatime in Mall Lippo Cikarang.

H₄: There is a significant simultaneous of graphic design, structure design, and surface design of Chatime in Mall Lippo Cikarang.

3.4 Operational Definition

The operation definition of the variables is as follows:

Graphic Design: Graphic design is a visual decoration on the surface of the packaging and consists of four sub-dimensions, namely: brand name, color, typography, and images.

Structure Design: Structural design with regard to the physical features of the packaging, and consists of 3 subdimensions: shape, size, and material.

Surface Design: To see where visual surface design packaging submitted by a bundle. (Surface Design packaging to focus on engaging the senses of eye contact target consumer. The
surface design has a greater opportunity to encourage the purchase of products

Impulsive Buying: Impulsive Buying as a consumer tendency to buy spontaneously, reflexes, suddenly and automatic. Impulse purchases occur because of the encouragement of strong feelings which affective state directly toward the purchase behavior, without the need to establish a trust and think hard to buy an object.

3.5 Instrument

Researcher use quantitative research which is an approach for testing objective theories by examining the relationship among variables. These variables, in turn, can be measured, typically on instruments, so that numbered data can be analyzed using statistical procedures. Quantitative research methodologies are used to objectively describe and predict behaviors and, in the case of experimental research, to look at cause and effect relationship (Dwyer and Bernaeur, 2014).

Quantitative method is used for this research with using questionnaire as the research instrument. By using quantitative method for this research, the researcher can collect all information needed through questionnaires from large number of respondents selected judgingly in Mall Lippo Cikarang. The result of the data will be analyzed using statistical method. According to Zikmund et al (2009), there can be number of variables in a research study among which a researcher may want to study relationships, which include independent and dependent variables. Independent variable is presumed cause of any change in dependent variable (Hair et al., 2010). The dependent variable which is impulse buying behavior is symbolized with Y and for the
study there are three independent variables, namely Graphic Design ($X_1$), Structure Design ($X_2$), and Surface Design ($X_3$).

3.5.1 Questionnaire

The researcher used google docs to make questionnaire to consumers of Chatime in Mall Lippo Cikarang. Besides, the link of questionnaires was distributed through social media like Facebook, LINE, and etc. Primary data used on this research was obtained directly from the questionnaire that are used for survey. A questionnaire is simply a ‘tool’ for collecting and recording information about a particular issue of interest. This questionnaire will be distributed to the number of sample. The first parts consist of two filtered questions, second parts are a demographic profile and the last parts are for the variables. The questionnaire used for this study was divided into three independent variables and one dependent variable. These independent variables include graphic design divide become seven questions, structure design divide become seven questions, surface design divide become eleven questions, and the dependent divide become 4 questions.

Table 3.2 Sources of Questions

<table>
<thead>
<tr>
<th>Selection</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graphic Design</td>
<td>Astri Cahyorini dan Effy Zalfiana Rusfian (2011)</td>
</tr>
<tr>
<td>Structure Design</td>
<td>Manda Talitha (2012)</td>
</tr>
<tr>
<td>Surface Design</td>
<td>Manda Talitha (2012)</td>
</tr>
<tr>
<td>Impulsive Buying</td>
<td>Luzaan Hamilton (2010)</td>
</tr>
</tbody>
</table>

Likert scale is used in order to measure the variables of interest. The scale originally developed by Rensis Likert and further described its function in his published report. It is a type of psychometric response often used in questionnaires, and is widely applied scale in a survey. It consists of ordinal format statements that express either a favorable or an unfavorable attitude toward the object of interest. Numerical
score will be given to each response to reflect its degree of favorableness. Normally it is a 5-point scale where the middle point is the point of indifference. However, people use 7 to 11-point scale also.

The questions within a section are used to build a scale based on Summated Rating Method in order to get a variable which is based on fix interval or ratio scale. The interval and the ratio is required in order to use statistical tools and analysis. There are four scales in the questionnaire for each of the variable of interest.

There are totally 25 questions plus 5 respondent profile questions and 1 filtering questions.

### 3.5.2 Data Analysis

The researcher used the following tools that help to analyze the questionnaire.

1. Microsoft excel 2016: help researcher to input the data and calculate data using the formulas
2. SPSS 20: help researcher to analyze the data that is prove conclusion formed as numerical measurement of data gathered and inputted.

### 3.6 Sampling

The sampling method used was purposive sampling. With this, researcher divided the respondent in three parts. The researcher distributes the questionnaire to 134 respondents, and 17 respondents stop filled the questionnaire in filter question because they are not people who live in Cikarang and they are not consumers of Chatime. So, the researcher just conduct the data which is the respondent who live in Cikarang and consume Chatime, and the researcher got 134 respondents, and of the 30 respondents for the pre-test and if found reliable and valid it will continue to the remaining 115 respondents for the real test.
The sample size based on this formula (Hair et al, 2010)

\[ N = 5 \times q \]

Where: \( N \) = number of samples
\( Q \) = number of questions

From this formula, minimum number of respondent in this study is 115

3.7 Validity and Reliability

3.7.1 Validity

Validity test is needed to determine whether the question in the questionnaire representative enough. The purpose of validity testing is to eliminate the proper question that will answer the research objectives. Quantitative research possesses a measure of standard error which is inbuilt and which has to be acknowledged. In quantitative data, validity might be improved through careful sampling, appropriate statistical treatments of data. Each question of the questionnaire can be said valid if the result of corrected item-total correlation is more than value of \( r \) table.

\[ df = n - 2 \]

(Source: Maholtra, 2010)

Where:
\( df \) = degree of freedom
\( n \) = number of respondent
3.7.2 Reliability

Reliability is synonymous with the consistency of a test, survey, observation, or other measuring device. It is to check the correlation of statement in the questionnaire. The researcher uses Cronbach’s Alpha formula to determine the reliability for this study. The Cronbach’s Alpha formula was used to measure this reliability testing.

\[
\alpha = \frac{k \cdot r}{1 + (k - 1)r}
\]

Source: (Source: Sugiyono, 2011)

Where:

k = the number of items
r = average correlation between any two items
\(\alpha\) = reliability of the average or sum

A rule of thumb for interpreting alpha for dichotomous questions (i.e. questions with two possible answers) or Likert scale questions is:

- For the Alpha > 0.90 it is mean Perfect Reliability
- Alpha around 0.70-0.90 it is mean High Reliability
- Alpha around 0.50-0.70 it is mean Moderate Reliability
- And if Alpha < 0.50 it mean Low Reliability

(Source: Herr Et All, 2013)

3.8 Descriptive testing

3.8.1 Likert Scale

The Likert scale is designed to examine how strongly subjects agree or disagree with statements on a five-point scale with the following anchors (Sekaran and Bougie, 2013):
The questionnaire uses Likert Scale and all statements that express either a favorable and unfavorable attitude will be scaled through Strongly Disagree, Disagree, Neither Agree nor Disagree, Agree, and Strongly Agree.

All variable in this study measure with 5 point scales as cited in the table below

### Table 3.3: Range

<table>
<thead>
<tr>
<th>Range</th>
<th>Categories</th>
<th>Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.00 – 1.80</td>
<td>Strongly Disagree</td>
<td>1</td>
</tr>
<tr>
<td>1.81 – 2.60</td>
<td>Disagree</td>
<td>2</td>
</tr>
<tr>
<td>2.61 – 3.40</td>
<td>Neutral</td>
<td>3</td>
</tr>
<tr>
<td>3.41 – 4.20</td>
<td>Agree</td>
<td>4</td>
</tr>
<tr>
<td>4.21 – 5.00</td>
<td>Strongly Agree</td>
<td>5</td>
</tr>
</tbody>
</table>

Each of the five responses would have a numerical value, which would be used to measure the attitude under investigation.

Likert Scales have the advantage that they do not expect a simple yes / no answer from the respondent, but rather allow for degrees of opinion, and even no opinion at all. Therefore, quantitative data is obtained, which means that the data can be analyzed with relative ease.

The validity and reliability testing must be done before the questionnaire spreads to the respondents. Pre-testing is conducted to check if the statements are proper as research instrument.
3.8.2 Mean

The mean or the average, is a measure of central tendency that offers a general picture of the data without unnecessarily inundating one with each of the observations in data set (Sekaran and Bougie, 2013). The notion of mean plays a role in descriptive statistic and also occurs in a more general form in several others areas of mathematics.

Which means:

\[
\overline{X} = \frac{\sum_{i=1}^{n} X_i}{n}
\]

Source: Cooper and Schindler, 2014

Where:

\(\overline{X}\) = Mean Value
\[\sum\] = Summation
\(X\) = Score
\(N\) = Number of score

3.8.3 Standard Deviation

The standard deviation, which is another measure of dispersion for interval and ratio scaled data, offers an index of the spread of distribution or the variability in the data. It is a very commonly used measure of dispersion, and is simply the square root of variance (Sekaran and Bougie, 2013).

\[
s = \sqrt{\frac{1}{N-1} \sum_{i=1}^{N} (x_i - \overline{x})^2},
\]

Source: Cooper and Schindler, 2013
The sample standard deviation is used when a sample of data is analyzed. In this equation:

\[ s = \text{sample standard deviation} \]

\[ N = \text{number of scores in a sample} \]

\[ N-1 = \text{degrees of freedom or Bessel's correction} \]

\[ x = \text{value of a sample} \]

\[ x \text{ bar} = \text{mean or average of the sample} \]

3.9 **Classical Assumption Test**

3.9.1 **Normality Test**

Normality as a basic assumption in regression, where residuals are distributed in a normal and independent way in the case of measuring the normality of a study, researcher can check whether the distributions are illustrated through a straight line in the plot or not. The basic indicator that stated if the data is normally distributed is when the histogram chart shows the bell-shaped curve and if the P Plot of regression standardized residual shows the residual distributed in the pattern of diagonal line. According to Ghozali I. as cited again by Adi M. (2016) stated that normality test can be detected through scatter plot performance on the diagonal line in the graph or by analyze the histogram. Based on:

1. If the data are scattered around diagonal line and come after the line or the histogram graph perform a normal distributions form, meaning the normality assumptions is acceptable.

2. If the data are not scattered around diagonal line and or not come after the line or the histogram graph does not perform a normal distribution form, meaning that the normality assumptions is not acceptable.

3.9.2 **Multicollinearity Test**

Multicollinearity inflates the variances of the parameter estimates and hence this may lead to lack of statistical significance of individual predictor variables even
though the overall model may be significant. Multicollinearity can be occurred when the coefficient of correlation between independent variables are high or greater than 0.95, tolerance values are more than 0.1 and VIF value is less than 10 (Santoso as cited again by Adi M, 2015)

\[
VIF_i = \frac{1}{1 - R^2_i}
\]

(Source:cytel.com)

Where: \( R^2_i \) = coefficient of determination

VIP > 10 means considered unsatisfactory, indicating that the independent variable should be removed for the analysis.

VIP < 10 means there is no multicollinearity problem around

### 3.9.3 Heteroscedasticity Test

Heteroscedasticity test is to see whether there is inequality of variance of the residuals of the observation to other observations. Regression models that meet the requirements are where there is equality of variance of the residual one observation to another observation fixed.

If Heteroscedasticity exist in the regression model, the variance and standard error will tend to increase as the t value will not get lower than the actual t-value. The consequences are the T-test and F-test will be inaccurate and fail to reject the null hypotheses (David M. Levine, 2012). A simple test for heteroscedasticity is to plot the standardized residuals (on vertical axis) against the dependent variable (horizontal axis). If no heteroscedasticity occurs, the plot will appear to spread randomly. If a systematic pattern (wave, straight, narrow, widen) appears in the scatter plot then heteroscedasticity exists (David M. Levine, 2012).

### 3.9.4 Multiple Regression Analysis

Multiple Linear Regression is the most common form of linear regression analysis. As a predictive analysis, the multiple linear regression is used to explain
the relationship between one continuous dependent variable from two or more independent variables. The independent variables can be continuous or categorical. According to Berenson et al., (2009), multiple regression model is used for estimating or forecasting the value of variable \( Y \), which calculated using several variables that affect \( Y \). The research on relationship between one dependent variable \((Y)\) with six other independent variables \((X_1, X_2, \text{ and } X_3)\) used to understand the relationship between them. According to Render et al., (2006), in any regression model, there is an implicit assumption (which can be tested) that a relationship exists between the variables. In order to decide whether to reject or accept the hypothesis, random error \( \alpha = 0.05 \) that can be predicted.

\[
Y = a + b_1X_1 + b_2X_2 + B_3X_3
\]

Where,

\( Y \) = Impulsive Buying  
\( X_1 \) = Graphic Design  
\( X_2 \) = Structure Design  
\( X_3 \) = Surface Design

### 3.10 Testing the Hypothesis

A statistical hypotheses an assumption about a population parameter. This assumption may or may not be true. Hypothesis testing refers to the formal procedures used by statisticians to accept or reject statistical hypotheses. The null hypothesis, denoted by \( H_0 \), is usually the hypothesis that sample observations result purely from chance. The alternative hypothesis, denoted by \( H_1 \) or \( H_a \), which is in this skripsi, researcher will use \( H_a \) for alternative hypothesis is the hypothesis that sample observations are impacted by some non-random cause.
3.10.1 T-Test

T-test is used to measure the impact of independent variable toward dependent variable. Simply, T-test will determine and explain the impact of each independent variable individually explains dependent variable. Hypothesis is a temporary statement of problem being examined in the study, and to analyze and determine whether the hypothesis is proven to be accepted or rejected, it will need T-test analysis. The value of T-counted will determine whether the hypothesis is accepted or rejected. The significant level being used for the T-Test is 0.05 (5%). So, if the significant value is less than 0.05, it means the independent variable will has significant impact to dependent variable. And if significant value is more than 0.05, it means the independent variable has no significant impact to dependent variable. Based on the problem identified and theoretical framework, the hypothesis of this study will be stated as follows:

(H₀₁: β₁ = 0): Graphic design has no significant influence towards impulsive buying of Chatime Mall Lippo Cikarang.
(H₁₁: β₁ ≠ 0): Graphic design has significant influence towards impulsive buying of Chatime Mall Lippo Cikarang.
(H₀₂: β₂ = 0): Structure design has no significant influence towards impulsive buying of Chatime Mall Lippo Cikarang.
(H₁₂: β₂ ≠ 0): Structure design has significant influence towards impulsive buying of Chatime Mall Lippo Cikarang.
(H₀₃: β₃ = 0): Surface design has no significant influence towards impulsive buying of Chatime Mall Lippo Cikarang.
(H₁₃: β₃ ≠ 0): Surface design has significant influence towards impulsive buying of Chatime Mall Lippo Cikarang.
3.10.2 F-Test

F-Test is used to determine the impact of all independent variables together towards the dependent variable. Sekaran & Bougie (2013) cited that F-test can be simplified as the measurement to the test the simultaneous relationship between the factor and variable in multiple regression analysis. The value of F-counted will determine whether the hypothesis is accepted or rejected. The researcher used level of significant $\alpha = 5\%$. If the significant value is greater than significant level, then all independent variables has no significant impact to dependent variable. Otherwise, if the significant value is less than significant level, then all independent variables has significant impact to dependent variable. Based on problem identified and theoretical framework, the hypothesis of this research will be stated as follow:

($H_04: \beta_1 = \beta_2 = \beta_3 = 0$): graphic design, Structure design, Surface design simultaneously has no significant influence of packaging design factors on impulsive buying

($H_{A4}$: at least one of $\beta_i \neq 0$): graphic design, Structure design, Surface design simultaneously has significant influence of packaging design factors on impulsive buying.

3.11 Coefficient of Determination ($R^2$)

This test is used to determine how far the independent variables could describe the dependent variable. If the result of $R^2$ is minus, it means that the ability of independent variables to describe the dependent variable are limited. If the value of $R^2$ goes near one, it means that the independent variables give almost all information that needed to predict the dependent variable (Ghozali as cited again from Adi M, 2016).
CHAPTER IV
ANALYSIS AND INTERPRETATION

4.1 Data Analysis

This chapter is an extensive report of the result of the study. It discussed all the finding through statistical analysis. Research present here full analysis and discussion of the gathered data which analyze the influence of packaging design factors towards impulsive buying at Chatime in Mall Lippo Cikarang.

4.2 Descriptive Analysis

4.2.1 Validity Test

In this research, the researcher uses Pearson’s Product Moment Coefficient Correlation for test the validity of the questionnaire. The rule in this test is to check the r value from the output of statistical analysis. In order for the question to be counted valid, the r value must be bigger than the standard value based on the r table. If the r value is lower than the standard value, the question will be counted invalid, and it has to be changed or deleted from the questionnaire. By using significant level, (α) = 5% for two tailed and n= 30 (researcher use 30 respondents as the sample pre-test), the df will be:

\[ Df = n-2 = 30-2 = 28 \]

Based on the table Appendix, standard value in r-table is 0.361. This means that the question should have r value greater than 0.361 to be valid. The result of validity test is summarized in Figure 4.1:
### Table 4.1: Validity Test

<table>
<thead>
<tr>
<th>Variables</th>
<th>Questions</th>
<th>Pearson Correlations (r)</th>
<th>$t_{table}$</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graphic Design</td>
<td>GD1</td>
<td>0.735</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>GD2</td>
<td>0.746</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>GD3</td>
<td>0.694</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>GD4</td>
<td>0.643</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>GD5</td>
<td>0.720</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>GD6</td>
<td>0.606</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>GD7</td>
<td>0.684</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>Structure Design</td>
<td>SD1</td>
<td>0.679</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SD2</td>
<td>0.588</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SD3</td>
<td>0.604</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SD4</td>
<td>0.333</td>
<td>0.361</td>
<td>Invalid</td>
</tr>
<tr>
<td></td>
<td>SD5</td>
<td>0.365</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SD6</td>
<td>0.360</td>
<td>0.361</td>
<td>Invalid</td>
</tr>
<tr>
<td></td>
<td>SD7</td>
<td>0.749</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>Surface Design</td>
<td>SDN1</td>
<td>0.438</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SDN2</td>
<td>0.511</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SDN3</td>
<td>0.812</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SDN4</td>
<td>0.672</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SDN5</td>
<td>0.684</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SDN6</td>
<td>0.436</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SDN7</td>
<td>0.576</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>Impulsive Buying</td>
<td>IB1</td>
<td>0.860</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>IB2</td>
<td>0.829</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>IB3</td>
<td>0.884</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>IB4</td>
<td>0.721</td>
<td>0.361</td>
<td>Valid</td>
</tr>
</tbody>
</table>
4.2.2 Reliability test

Reliability test was conducted by employing SPSS and arranged data from Microsoft Excel to tabulate Cronbach’s Alpha of the research instruments. According to Herr Et.Al (2013), alpha more than 0.90 it is mean Perfect Reliability, Alpha around 0.70-0.90 it is mean High Reliability, Alpha around 0.50 – 0.70 it is mean Moderate Reliability, and if Alpha <0.50 it mean Low Reliability. The result of reliability test of each variable in this study can be seen as follow:

<table>
<thead>
<tr>
<th>Variables</th>
<th>Cronbach’s Alpha</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graphic Design (X1)</td>
<td>0.890</td>
<td>High Reliability</td>
</tr>
<tr>
<td>Structure Design (X2)</td>
<td>0.772</td>
<td>High Reliability</td>
</tr>
<tr>
<td>Surface Design (X3)</td>
<td>0.839</td>
<td>High Reliability</td>
</tr>
<tr>
<td>Impulsive Buying (Y)</td>
<td>0.922</td>
<td>Perfect Reliability</td>
</tr>
</tbody>
</table>

(Source: Data Processing Result of SPSS 20.0)

Table 4.2 shows reliability coefficient of Cronbach’s Alpha of all variables and all of the variables are over 0.6 which means that this parameter had a good reliability rate.

4.3 Demographic Profile

The data of respondents’ profile will be taken from questionnaire that has been distributed through Google Form. The variety of respondents that already gave their statements also influencing this research. The results are shown below:
1. **Gender**

The first category of demographic profile is the gender of respondents. There are 115 respondents with two types of gender that are male and female, the result of the data collected shown below:

![Gender Distribution Chart]

Source: Primary data collected from Google Form

**Figure 4.1 Gender**

Figure 4.1 demographic profile of the respondent (Gender). Show that 59% (69 respondents) are female, and 41% (39 respondents) are male. Therefore, majority of the respondents are female.
2. **Age**

Based on the 115 respondents age which is divided into 5 levels, so the result of the analysis could be show below:

Source: Primary data collected from Google Form

**Figure 4.2 Age**

Figure 4.2 demographic profile of the respondent (Age). Show that 96% (110 respondents) age 16 – 25 years old, 3% (4 respondents) Below age 16 years old, 1% (1 respondent) 26 – 35 years old, (There is no respondents) 36 – 45 years old, (There is no respondent) age 45 years old – above. Therefore, majority of the respondents are at 16 – 25 years.
3. Education Level

Based on the 115 respondents age which is divided into 5 levels, so the result of the analysis could be show below:

![Education Level Chart]

Source: Primary data collected from Google Form

Figure 4.3 Education

Figure 4.3 demographic profile of the respondent (Education). Show that 71% (81 respondents) have bachelor (1) education level, 24% (28 respondents) have senior high school education level, 4% (5 respondents) have diploma education level, 1% (1 respondents) have master education level. Therefore, majority of the respondents are at university (S1) education level.
4. Occupation

Based on the 115 respondents age which is divided into 4 levels, so the result of the analysis could be show below:

![OCCUPATION](image)

Source: Primary data collected from Google Form

Figure 4.4 Occupation

Figure 4.4 demographic profile of the respondent (Occupation). Show that 87% (100 respondents) are students, 12% (14 respondents) are employees, (There is no respondent) are entrepreneur, 1% (1 respondent) for others occupation. Therefore, majority of the respondents are students.
5. Income

Based on the 115 respondents' age which is divided into 5 levels, so the result of the analysis could be shown below:

![INCOME Graph]

Source: Primary data collected from Google Form

Figure 4.5 Income

Figure 4.5 demographic profile of the respondent (Income). Show that 40% (46 respondents) have Rp. 1,500,000 – Rp. 2,499,000, 27% (31 respondents) have ≤ Rp. 1,499,000, 19% (22 respondents) have Rp. 2,500,000 – Rp. 3,499,000, 8% (9 respondents) have ≥ Rp. 3,500,000 – Rp. 4,999,000, 6% (7 respondents) have ≥ Rp. 5,000,000. Therefore, majority of the respondents are at Rp. 1,500,000 – Rp. 2,499,000.

For the demographic result is the majority of consumers of Chatime is female and 16-25 years old. Basic education of them is bachelor (S1) and absolutely their occupation is student with income around Rp1,500,000 – Rp2,499,000.
4.4 Descriptive Statistics

Descriptive analysis indicates the mean and standard deviation on each dependent and independent variable. This test will show the significant variable that influencing independent variable the most.

Table 4.2 Descriptive Analysis of Graphic Design (X1)

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>GD1</td>
<td>115</td>
<td>1</td>
<td>5</td>
<td>3.92</td>
<td>.900</td>
</tr>
<tr>
<td>GD2</td>
<td>115</td>
<td>1</td>
<td>5</td>
<td>3.83</td>
<td>.993</td>
</tr>
<tr>
<td>GD3</td>
<td>115</td>
<td>2</td>
<td>5</td>
<td>4.19</td>
<td>.826</td>
</tr>
<tr>
<td>GD4</td>
<td>115</td>
<td>2</td>
<td>5</td>
<td>3.94</td>
<td>.820</td>
</tr>
<tr>
<td>GD5</td>
<td>115</td>
<td>2</td>
<td>5</td>
<td>3.91</td>
<td>.933</td>
</tr>
<tr>
<td>GD6</td>
<td>115</td>
<td>1</td>
<td>5</td>
<td>3.90</td>
<td>.888</td>
</tr>
<tr>
<td>GD7</td>
<td>115</td>
<td>1</td>
<td>5</td>
<td>3.86</td>
<td>1.008</td>
</tr>
<tr>
<td>GDT</td>
<td>115</td>
<td>2</td>
<td>5</td>
<td>3.94</td>
<td>.649</td>
</tr>
</tbody>
</table>

Valid N (listwise) 115

(Source: Data Processing Result of SPSS 20)

Table 4.2 above shows the respondents’ responses all the questionnaire in variable graphic design is mostly agree because the mean points scales is around 3.83-4.19.

Table 4.3 Descriptive Analysis of Structure Design (X2)

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>SD1</td>
<td>115</td>
<td>2</td>
<td>5</td>
<td>4.11</td>
<td>.792</td>
</tr>
<tr>
<td>SD2</td>
<td>115</td>
<td>2</td>
<td>5</td>
<td>4.12</td>
<td>.829</td>
</tr>
<tr>
<td>SD3</td>
<td>115</td>
<td>2</td>
<td>5</td>
<td>4.12</td>
<td>.751</td>
</tr>
<tr>
<td>SD5</td>
<td>115</td>
<td>1</td>
<td>5</td>
<td>3.94</td>
<td>.901</td>
</tr>
<tr>
<td>SD7</td>
<td>115</td>
<td>2</td>
<td>5</td>
<td>4.17</td>
<td>.725</td>
</tr>
<tr>
<td>SDT</td>
<td>115</td>
<td>2</td>
<td>5</td>
<td>4.09</td>
<td>.540</td>
</tr>
</tbody>
</table>

Valid N (listwise) 115
Table 4.3 above shows the respondents’ responses all the questionnaire in variable structure design is mostly agree because the mean points scales is around 3.94 - 4.17.

Table 4.4 Descriptive Analysis of Surface Design (X3)

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>SDN1</td>
<td>115</td>
<td>2</td>
<td>5</td>
<td>4.37</td>
<td>.741</td>
</tr>
<tr>
<td>SDN2</td>
<td>115</td>
<td>1</td>
<td>5</td>
<td>4.00</td>
<td>.879</td>
</tr>
<tr>
<td>SDN3</td>
<td>115</td>
<td>2</td>
<td>5</td>
<td>4.10</td>
<td>.862</td>
</tr>
<tr>
<td>SDN4</td>
<td>115</td>
<td>2</td>
<td>5</td>
<td>4.12</td>
<td>.785</td>
</tr>
<tr>
<td>SDN5</td>
<td>115</td>
<td>2</td>
<td>5</td>
<td>4.17</td>
<td>.783</td>
</tr>
<tr>
<td>SDN6</td>
<td>115</td>
<td>2</td>
<td>5</td>
<td>4.23</td>
<td>.714</td>
</tr>
<tr>
<td>SDN7</td>
<td>115</td>
<td>3</td>
<td>5</td>
<td>4.37</td>
<td>.653</td>
</tr>
<tr>
<td>SDNT</td>
<td>115</td>
<td>3</td>
<td>5</td>
<td>4.19</td>
<td>.514</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>115</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Source: Data Processing Result of SPSS 20)

Table 4.4 above shows the respondents’ responses all the questionnaire in variable surface design is strongly agree because the mean points scales is around 4.00 - 4.37.

Table 4.5 Descriptive Analysis of Impulsive Buying (Y)

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>IB1</td>
<td>115</td>
<td>1</td>
<td>5</td>
<td>3.83</td>
<td>1.100</td>
</tr>
<tr>
<td>IB2</td>
<td>115</td>
<td>1</td>
<td>5</td>
<td>3.83</td>
<td>1.075</td>
</tr>
<tr>
<td>IB3</td>
<td>115</td>
<td>1</td>
<td>5</td>
<td>3.70</td>
<td>1.092</td>
</tr>
<tr>
<td>IB4</td>
<td>115</td>
<td>1</td>
<td>5</td>
<td>4.07</td>
<td>.998</td>
</tr>
<tr>
<td>IBT</td>
<td>115</td>
<td>2</td>
<td>5</td>
<td>3.86</td>
<td>.831</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>115</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Source: Data Processing Result of SPSS 20)

Table 4.5 above shows the respondents’ responses all the questionnaire in variable impulsive buying is agree because the mean points scales is around 3.70 - 4.07 between all the questions in impulsive buying.
Table 4.6 Descriptive Analysis

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDT</td>
<td>115</td>
<td>2</td>
<td>5</td>
<td>3.94</td>
<td>.649</td>
</tr>
<tr>
<td>SDT</td>
<td>115</td>
<td>2</td>
<td>5</td>
<td>4.09</td>
<td>.540</td>
</tr>
<tr>
<td>SDNT</td>
<td>115</td>
<td>3</td>
<td>5</td>
<td>4.19</td>
<td>.514</td>
</tr>
<tr>
<td>IBT</td>
<td>115</td>
<td>2</td>
<td>5</td>
<td>3.86</td>
<td>.831</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>115</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Source: Data Processing Result of SPSS 20)

Table 4.6 shows the respondents’ responses to five statements about the influence of impulsive buying toward Graphic Design (X1), Structure Design (X2), Surface Design (X3), and Impulsive Buying (Y). Therefore, the most dominant variable in term of significance that influences impulsive buying is Surface Design (X3) with mean value of 4.19. It means that most of respondent response agree.

4.5 Classic Assumption Test

4.5.1 Normality Test

The normality test determines how the data is actually distributed. It means that the data may be distributed normally or abnormally depending on the situation. Consequently-P Plot (graphic) is used for determining whether the data is distributed normally.
Figure 4.6: Normality Test: Histogram

(Source: Data Processing Result of SPSS 20)

Figure 4.6 shows that the curve formed a proper bell shape at the center, and either skewed to the standard shape of normally distributed data. It means that the data have variance of value can be used to approximate various discrete probability distributions and qualified to conduct research.
Graph of normal probability P-Plot in figure 4.6 suggest that data several points where those points spread a little further away from the direction of the diagonal line, but the direction of spreading points are still following the diagonal line. It means that the data in regression model still fits the normality and eligible to use.
4.5.2 Multicollinearity Test

Table 4.6: Multicollinearity Test: Tolerance and VIF Value

<table>
<thead>
<tr>
<th>Model</th>
<th>Collinearity Statistics</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tolerance</td>
<td>VIF</td>
<td></td>
</tr>
<tr>
<td>GDT</td>
<td>.614</td>
<td>1.629</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>.707</td>
<td>1.414</td>
<td></td>
</tr>
<tr>
<td>SDNT</td>
<td>.618</td>
<td>1.617</td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: IBT

(Source: Data Processing Result of SPSS 22.0)

Table 4.6 shows all the independent variables has the variance inflation factor (VIF) values are less than 10 and all tolerance value less than 10% indicating that there is no multicollinearity (Martz, 2013). Hence, researcher can conclude that the data is not facing multicollinearity and the researcher can use the Multiple Regression Model to analyze.
4.5.3 Heteroscedasticity Test

Figure 4.7 shows Heteroscedasticity test result indicates that there is no disturbance from the same variants in one observation to another observation. From this chart, it is shown that the plot spread randomly. The points are not forming a certain pattern and the points are spreading above and below the number 0 (Zero) on the Y axis. Then it means that there is no heteroscedasticity accepted, it means that the T-Test and F-Test are accurate and valid.
4.6 Hypothesis Testing

4.6.1 Multiple Regression

This study uses multiple linear regression analysis because the model has two variables. The hypothesis testing is conducted through T-Test and F-Test. The effect of independent variable individually toward dependent variable will be used the partial T-Test. F-Test will be used to test the influence of all independent variables to dependent variable simultaneously. Each independent variable is significant if value is less than 0.05. In the table below will be shown the following interpretation of the data resulting from statistical analysis using SPSS version 20:

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
<td>Tolerance</td>
</tr>
<tr>
<td>(Constant)</td>
<td>.457</td>
<td>.587</td>
<td>.778</td>
<td>.438</td>
<td></td>
</tr>
<tr>
<td>GDT</td>
<td>.663</td>
<td>.125</td>
<td>.517</td>
<td>5.305</td>
<td>.000</td>
</tr>
<tr>
<td>SDT</td>
<td>-.007</td>
<td>.140</td>
<td>-.005</td>
<td>-.051</td>
<td>.959</td>
</tr>
<tr>
<td>SDNT</td>
<td>.196</td>
<td>.157</td>
<td>.121</td>
<td>1.248</td>
<td>.215</td>
</tr>
</tbody>
</table>

a. Dependent Variable: IBT

(Source: Data Processing Result of SPSS 20)

From Table 4.7 shows the multiple regression analysis will be interpreted in the standardized form of the equation as follow:

\[ Y = 0.457 + 0.663 X_1 \]

Where,

Y = Impulsive Buying

X_1 = Graphic Design
There is only 1 independent variables among 3 variables that have significant influence towards impulsive buying based on Figure 4.18 and equation above. The detail information about the test result is explained as follow:

1. **Graphic Design**
   Independent variable Graphic Design (X1) can be influence the dependent variable with 0.663 regression coefficient. Therefore, it can be concluded that every 1% increased of graphic design will be able to increase the consumers impulsive buying by 0.663.

2. **Structure Design**
   Independent variable Structure Design (X2) cannot influence the dependent variable with -0.007 regression coefficient. Therefore, it can be concluded that every 1% increased of structure design will be able to reduce the consumers impulsive buying by -0.007.

3. **Surface Design**
   Independent variable Surface Design (X3) can impact the dependent variable with 0.196 regression coefficient. Therefore, it can be concluded that every 1% increased of surface design will be able to increase the consumers impulsive buying by 0.196.

From the model in table 4.7, it can be further described as follows:

1. **Graphic Design**
   Independent variable graphic design (X1) has significant value is 0.000, which is less than $\alpha$ (0.05). It means the hypothesis $H_{01}$ is rejected and hypothesis $H_{A1}$ is accepted. Graphic design has significant influence toward Impulsive Buying.

2. **Structure Design**
   Independent variable structure design (X2) has no significant value is 0.959, which is greater than $\alpha$ (0.05). It means the hypothesis $H_{02}$ is accepted and hypothesis $H_{A2}$ is rejected. Structure design has no significant influence toward Impulsive Buying.
3. Surface Design

Independent variable surface design (X3) has no significant value is 0.215, which is greater than $\alpha$ (0.05). It means the hypothesis $H_{03}$ is accepted and hypothesis $H_{A3}$ is rejected. Surface design has no significant influence toward Impulsive Buying.

4.6.2 T-Test

Table 4.7 above shows that there is only 1 out of 3 variables that have significant influence toward impulsive buying. The detail information about the result is explained as follow:

1. Graphic Design (X1)

$(H_{01}: \beta_1 = 0)$: Graphic design has no significant influence towards impulsive buying of Chatime in Mall Lippo Cikarang.

$(H_{A1}: \beta_1 \neq 0)$: Graphic design has significant influence towards impulsive buying of Chatime in Mall Lippo Cikarang.

The significant value of graphic design is 0.000, which is less than the $\alpha$ (0.05). It means that graphic design has significant influence towards impulsive buying. Therefore, the null hypothesis $(H_{01})$ is rejected and the alternative hypothesis $(H_{A1})$ is accepted.

2. Structure Design (X2)

$(H_{02}: \beta_2 = 0)$: Structure design has no significant influence towards impulsive buying of Chatime in Mall Lippo Cikarang.

$(H_{A2}: \beta_2 \neq 0)$: Structure design has significant influence towards impulsive buying of Chatime in Mall Lippo Cikarang.

The significant value of structure design is 0.959, which is greater than $\alpha$ (0.05). It means that structure design does not has significant
influence towards impulsive buying. Therefore, the null hypothesis (H_02) is accepted and the alternative hypothesis (H_A2) is rejected.

3. Surface Design (X3)

(H_{03}: \beta_3 = 0): Surface design has no significant influence towards impulsive buying of Chatime in Mall Lippo Cikarang.

(H_{A2}: \beta_3 \neq 0): Surface design has significant influence towards impulsive buying of Chatime in Mall Lippo Cikarang.

The significant value of structure design is 0.215, which is greater than \( \alpha \) (0.05). It means that structure design does not have significant influence towards impulsive buying. Therefore, the null hypothesis (H_{03}) is accepted and the alternative hypothesis (H_{A2}) is rejected.

### 4.6.3 F-Test

**Table 4.8 F-test (ANOVA)**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>27.705</td>
<td>3</td>
<td>9.235</td>
<td>20.072</td>
<td>.000*</td>
</tr>
<tr>
<td>Residual</td>
<td>51.069</td>
<td>111</td>
<td>.460</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>78.774</td>
<td>114</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Significance level: \( \alpha = 0.05 \)

(Source: Data Processing Result of SPSS 20)

(H_{04}: \beta_1 = \beta_2 = \beta_3 = 0): graphic design, Structure design, Surface design simultaneously has no significant influence towards impulsive buying in Chatime Mall Lippo Cikarang.
(H₄: at least one of βᵢ ≠ 0): graphic design, Structure design, Surface design simultaneously has significant influence towards impulsive buying in Chatime Mall Lippo Cikarang.

Table 4.8 shows testing the independent variables together with dependent variable is done by using the F-Test. The result of this F-Test shows the F-value = 20.072, with a significance level of 0.000, which is less than α (0.05). It means that graphic design, structure design, surface design have simultaneously influence impulsive buying. Therefore, the null hypothesis (H₀₄) is rejected and the alternative hypothesis (H₄) is accepted.

4.6.4 Coefficient of Determination Analysis (Adjusted R²)

The score of adjust R Square is also called as coefficient determinant. The output for adjusted coefficient determination (R²) between zero and one. Figure will be shown below:

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.593a</td>
<td>.352</td>
<td>.334</td>
<td>.678</td>
<td>1.631</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), SDNT, SDT, GDT
b. Dependent Variable: IBT

(Source: Data Processing Result of SPSS 20)

Table 4.9 shows the adjusted R square is 0.334 or 33.4%. This mean, there is 33.4% independent variable: Graphic design, Structure Design, Surface Design that influence the dependent variable Impulsive Buying. On the other hand, 33.4% of the impulsive buying as dependent variable is explained by the independent variable including Impulsive Buying whereas the other 66.6% is explained by other factors that are exclude from model.
4.7 Interpretation of the Result
The researcher conducted a research about the significance of graphic design, structure design, surface design, towards impulsive buying at Chatime Mall Lippo Cikarang. Independent variables that are used in this research consist graphic design, structure design, and surface design while the dependent variable is impulsive buying. The data obtained from the research will be interpreted in this part.

4.7.1 The Influence of Graphic Design towards Impulsive Buying
Hypothesis 1 testing result shows that graphic design has significant influence towards consumers impulsive buying at Chatime Mall Lippo Cikarang. This hypothesis is supported by the data resulted from statistical analysis using SPSS version 20. From the T-Test, graphic design has significant level of 0.000, which is less than 0.05. This is also supported with the multiple regression analysis that shows graphic design will be able to increase consumers impulsive buying by 0.663%.

This result is similar with the previous research conducted by Christy, Priscilla & Ellyawati. J (2015). Which shows that graphic design has a positive influence to increase consumers impulsive buying. This can be concluded that there is a significant influence of graphic design towards impulsive buying at Chatime Mall Lippo Cikarang.

4.7.2 The Influence of Structure Design towards Impulsive Buying
Hypothesis 2 testing result shows that structure design does not has partial significant influence towards consumers impulsive buying at Chatime Mall Lippo Cikarang. Actually, for the result of descriptive analysis is individually consumers attracted by the packaging of Chatime but did not
make them to do buying impulsively. The hypothesis is supported by the data resulted from statistical analysis using SPSS version 20. From the T-Test, structure design has significant level of 0.959, which is greater than 0.05.

The result is different with previous research conducted by Talitha Manda (2012) stated that structure design is more focused to the easiness when consumers want to consume that such as the cover of packaging without gender differentiation. In this research, the researcher concludes the structure design of Chatime packaging did not make the consumers become impulsive buying because Chatime use standardize size and shape of ordinary F&B product. But from the result of mean on structure design it can conclude the consumers know Chatime nicely. Chatime should create an innovation for the structure design to their packaging to attract more consumers.

4.7.3 The Influence of Surface Design towards Impulsive Buying

Hypothesis 3 testing result shows that surface design does not have partial significant influence towards impulsive buying at Chatime Mall Lippo Cikarang. This hypothesis is supported by the data resulted from statistical using SPSS version 20. From the T-test, surface design has significant level 0.215, which is greater than 0.05.

The result is different with previous research conducted by Talitha Manda (2012) stated that surface design such as color, image, and brand name shows the perceived quality to consumers. In this research, the researcher conclude surface design is general factor for any F&B products that can be influence consumers impulsive buying, which is why the result of the test is not significant because there are some competitor around Chatime Mall Lippo Cikarang but the result of mean shows consumers still interested to Chatime although not up at the point of impulsive buying.
4.7.4 The Influence of Graphic Design, Structure Design, and Surface Design Simultaneously towards Impulsive Buying

Hypothesis 4 testing result shows that there is simultaneous significant influence towards consumers impulsive buying. This hypothesis is supported by the data resulted from statistical analysis using SPSS version 20. From the ANOVA level of 0.000, which is less than α (0.05). This result is similar with the previous research by Priscilla Christy & J. Ellyawati (2015), which show that graphic design, structure design, and product information are simultaneously influence towards impulsive buying. Another previous research by Manda Talitha (2012), which show structure design and surface design. There is no different but researcher just take out surface design for this research because structure design already used from last previous research. Therefore, it can be concluded that graphic design, structure design, and surface design are simultaneously influence the consumers impulsive buying at Chatime Mall Lippo Cikarang.
CHAPTER V
CONCLUSION AND RECOMMENDATION

5.1 Conclusion

The objective of main research is to explore the influence of packaging design factors through graphic design, structure design, and surface design towards impulsive buying. In accordance through this research then the researcher would have conclusion as follows:

1. Based on the result of this study graphic design have significant influence towards impulsive buying of Chatime product at Mall Lippo Cikarang.
2. Based on the result of this study structure design have no significant influence towards impulsive buying of Chatime product at Mall Lippo Cikarang.
3. Based on the result of this study surface design have no significant influence towards impulsive buying of Chatime product at Mall Lippo Cikarang.
4. Based on the result of this study graphic design, structure design, and surface design have significant influence towards impulsive buying of Chatime product at Mall Lippo Cikarang.

1. Based on F-test result, there is a simultaneous significant influence of independent variables which are graphic design, structure design, and surface design towards the dependent variable which is impulsive buying since the significant value of independent variable are 0.000 < α (0.05), which means that the packaging design factors through graphic design, structure design, and surface design would influence impulsive buying.
5.2 Recommendation

After conducting the study of the research findings, the researcher would like to suggest several points related to respective parties, which are elaborate as follows:

1. **For Chatime**
   
   There is one independent variable which have significant influence towards impulsive buying. The variable is graphic design. Based on the result, the researcher recommends for Chatime to keep high the graphic design compare with another competitor. There are two independent variables which have not significant influence towards impulsive buying. The variable are structure design and surface design. Actually, the researcher also recommends for Chatime more seriously in competitive advantage such as design innovation to attract more consumers like make an edition for any season in term of celebration day (Christmas Edition or New Year Edition).

2. **For the Future Researchers**
   
   It is needed doing a further research in order factors besides graphic design, structure design, and surface design towards impulsive buying in packaging design. Future researchers are expected to get more information in determining the factors that affecting impulsive buying in Chatime such as add other variable like promotions in terms of personal promotions and corporate promotions, and environmental design are also important variables. Future researchers are needed to explore those variables.
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