# THE EFFECT OF PACKAGING ELEMENTS TOWARDS CONSUMER PERCEPTION OF USABILITY OF PRODUCT PACKAGING

**(Food and Beverage Product)**

**RESEARCH PAPER**

**Submitted as a Partial Fulfillment of the Requirement for Obtaining a Bachelor Degree of Management at the Faculty of Economics and Business**

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**MUHAMMADIYAH UNIVERSITY OF SURAKARTA**
**2020**

## APPROVAL PAGE

**THE EFFECT OF PACKAGING ELEMENTS TOWARDS CONSUMER PERCEPTION OF USABILITY OF PRODUCT PACKAGING**
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Stating that this thesis is my work, except for the quotations and summaries, I already explained the sources. If one day, my thesis was proven is a copy, I am willing to accept any sanctions from the Faculty of Economics and Business, including the cancellation of my academic title or degree and my certificate from the Muhammadiyah University of Surakarta.

Surakarta, December 30th 2020

**Nabiilah Farah Saufika**
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## MOTTO

Sesungguhnya bersama kesulitan ada kemudahan. Maka apabila engkau telah selesai (dari sesuatu urusan), tetaplah bekerja keras (untuk urusan yang lain).
(QS. Al-Insyirah: 5-7)

*If you think, you'll only think. If you put it into action, you'll accomplish it.*
(Yang Se-Hyung)

When it gets hard, and you feel like giving up. Remember this: why did you start? Why are you struggling so hard?

*I will shine brightly with my light.*

## DEDICATION

I dedicate this thesis to:

Allah SWT

Me: Nabiilah Farah Saufika.

My beloved family.

Thank you.

## ACKNOWLEDGEMENT

*Assalamu'alaikum Warahmatullahi Wabarakatuh*

*Praise be to the presence of Allah SWT, who give us His blessing and grace in our lives. Prayers and greetings to Prophet Muhammad SAW, who has brought us from the darkness to lightness. With this, the authors were grateful for completing this thesis with the title "THE EFFECT OF PACKAGING ELEMENTS TOWARDS CONSUMER PERCEPTION OF USABILITY OF PRODUCT PACKAGING." This thesis fulfils the requirements to obtain a Bachelor of Management degree at the Management Dual Degree Program, Faculty of Economics and Business, Surakarta Muhammdiyah University.*

In completing this thesis, the author received guidance and support from various parties. Therefore with all due respect, the author would like to thank you:

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9. *My beloved friends.*
10. *All parties that the author cannot mention one by one; you are very meaningful to me.*

*In this thesis, there are still deficiencies; therefore, the author apologizes for any weaknesses. The author hopes that this thesis can be useful for everyone who needs it. Aamiin.*

*Wassalamu'alaikum Warahmatullahi Wabarakatuh*

## Abstract

The packaging is an essential element in a product that can affect the assessment of the product. Packaging consists of several elements that can affect the usability of the product packaging. The research aims to analyze the effect of packaging elements on consumer perception of product packaging usability. This research uses a quantitative method to determine the relationship between brand names, logos, colors, packaging sizes and shapes, product information and descriptions, and packaging materials on customer perceptions of product packaging usability. Using 39 items of questions and the convenience sampling method, the data are collected from 100 samples. The data are analyzed using the Multiple Linear Regression Test, and a T-test is used to test the hypothesis. The result shows that the brand name, color, product information and description do not affect consumer perception of product packaging usability. Meanwhile, the logo, size and shape of the packaging, the packaging materials affect the consumer perception of the usability of product packaging.



**Keywords:** Packaging elements (Brand name, Logo, Color, Packaging size and shape, Product information and description, Packaging materials), Product packaging, Customer perceptions.

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