

## LIST OF TABLES

Table 2. 1 Previous Research .....	36
Table 3. 1 Research Characteristic.....	45
Table 3. 2 Operational Variables .....	47
Table 3. 3 Likert Scale .....	50
Table 3. 4 Validity Test Results.....	55
Table 3. 5 Reliability Test Results .....	58
Table 3. 6 Score Interpretation Criteria.....	60
Table 4. 1 Descriptive Analysis Packaging Colour .....	72
Table 4. 2 Descriptive Analysis Packaging Material.....	73
Table 4. 3 Descriptive Analysis Font Styles .....	74
Table 4. 4 Descriptive Analysis Packaging Design .....	75
Table 4. 5 Descriptive Analysis Printed Information.....	76
Table 4. 6 Descriptive Analysis Background Image.....	77
Table 4. 7 Descriptive Analysis Innovation.....	78
Table 4. 8 Multicollinearity Test Results.....	80
Table 4. 9 Multiple Linear Regression Analysis Test Results .....	83
Table 4. 10 Partial test results .....	84
Table 4. 11 Simultaneous Test Results .....	87
Table 4. 12 Determination Coefficient Test Results .....	88