

## TABLE OF CONTENTS

<b>LEMBAR PENGESAHAN .....</b>	<b>i</b>
<b>PERNYATAAN BEBAS PLAGIASI .....</b>	<b>ii</b>
<b>ACKNOWLEDGEMENT .....</b>	<b>iii</b>
<b>ABSTRACT .....</b>	<b>iv</b>
<b>TABLE OF CONTENTS.....</b>	<b>v</b>
<b>LIST OF TABLES .....</b>	<b>viii</b>
<b>LIST OF FIGURES .....</b>	<b>x</b>
<b>CHAPTER I.....</b>	<b>1</b>
<b>Introduction .....</b>	<b>1</b>
A. Background.....	1
B. Research Question .....	6
C. Purpose of Research .....	7
D. Research Significance.....	7
E. Research Novelty.....	8
<b>CHAPTER II .....</b>	<b>9</b>
<b>Understanding Product Packaging Aesthetic, Brand Preference, and Brand Experience in Marketing Communications Perspective.....</b>	<b>9</b>
A. Theoretical Framework.....	9
1. Product Packaging Aesthetics in Marketing Communications .....	9
2. Aesthetic Product Packaging Design Elements .....	10
3. Brand Preference .....	17
4. Brand Experience .....	20
5. HMNS Perfumery in Indonesia's Perfume Industry .....	21
B. Conceptual Framework.....	23
C. Operational Definition .....	27
D. Hypothesis .....	35
<b>CHAPTER III.....</b>	<b>36</b>

<b>Methodology .....</b>	<b>36</b>
A. Research Method .....	36
B. Research Paradigm .....	36
C. Research Objects .....	37
D. Population and Sample .....	37
E. Data Collecting Technique .....	38
F. Validity & Reliability Testing .....	39
G. Data Analysis Technique .....	40
H. Research Limitation .....	41
<b>CHAPTER IV .....</b>	<b>42</b>
<b>Aesthetic Product Packaging of HMNS Perfumery on.....</b>	<b>42</b>
<b>Indonesian Gen Z's Brand Preference .....</b>	<b>42</b>
A. Pilot Test .....	42
1. Validity Test .....	42
2. Reliability Test .....	45
B. Classical Assumption Test .....	45
1. Normality Test .....	46
2. Autocorrelation Test .....	47
3. Multicollinearity Test .....	47
4. Heteroscedasticity Test .....	48
C. Respondents' Profile .....	49
D. Descriptive Mean Analysis .....	52
E. Correlation Analysis .....	67
F. Regression Analysis .....	69
G. Path Analysis & Sobel Test .....	74
H. Cross-Tabulation Analysis .....	80
I. Research Findings Summary .....	86
J. Discussion .....	89

<b>CHAPTER V .....</b>	<b>98</b>
<b>Closing.....</b>	<b>98</b>
A. Conclusion .....	98
B. Suggestions .....	99
<b>BIBLIOGRAPHY .....</b>	<b>101</b>