

ABSTRACT

This study aimed to see the impact of packaging, price, brand awareness on brand loyalty of Oatly's Oatmilk. Packaging, price, brand awareness is one of the most important things for Oatly in order to survive and to differentiate itself from competitors, retain existing customers and attract new ones.

The data for this study was obtained from 194 respondents through an online questionnaire survey. The sample was taken from users residing in Greater Jakarta Area who have purchased Oatly product(s). The sampling method used non-probability sampling with purposive sampling techniques. The analysis tool used was SPSS (Statistical Package for the Social Sciences). The findings of this study indicate that packaging, price, brand awareness variables have a positive and significant effect on brand loyalty.

Keywords: Packaging, Price, Brand Awareness, Brand Loyalty

