

TABLE OF CONTENTS

| | |
|--|------------|
| TITLE SHEET | i |
| APPROVAL OF THESIS..... | ii |
| APPROVAL OF EXAMINATION PASSAGE..... | iii |
| STATEMENT OF ORIGINALITY THESIS..... | iv |
| MOTTO AND TRIBUTE..... | v |
| ACKNOWLEDGEMENTS..... | vi |
| ABSTRACT..... | ix |
| ABSTRAK | x |
| TABLE OF CONTENTS..... | xi |
| LIST OF TABLES | xiv |
| LIST OF FIGURES | xv |
| LIST OF APPENDIX | xvi |
| CHAPTER I INTRODUCTION..... | 1 |
| 1.1 Research Background..... | 1 |
| 1.2 Research Problem..... | 12 |
| 1.3 Research Purpose | 13 |
| 1.4 Research Benefit | 13 |
| 1.4.1 Theoretical Benefits | 13 |
| 1.4.2 Practical Benefits..... | 13 |
| 1.4.3 Academical Benefits..... | 14 |
| 1.5 Writing Structure..... | 14 |
| CHAPTER II LITERATURE REVIEW..... | 16 |
| 2.1 Theoretical Framework | 16 |
| 2.1.1 Consumer Decision Making Process Model | 16 |
| 2.1.2 Packaging | 24 |
| 2.1.3 Price..... | 28 |
| 2.1.4 Brand Awareness..... | 33 |
| 2.1.5 Brand Loyalty..... | 39 |
| 2.2 Previous Research | 42 |

| | | |
|---|--|-----------|
| 2.3 | Relationship between Variables | 44 |
| 2.3.1 | The Impact of Packaging on Brand Loyalty | 44 |
| 2.3.2 | The Impact of Price on Brand Loyalty | 45 |
| 2.3.3 | The Impact of Brand Awareness on Brand Loyalty | 47 |
| 2.4 | Research Framework | 48 |
| CHAPTER III RESEARCH METHODOLOGY | | 50 |
| 3.1 | Research Variable and Operational Definition of Variables..... | 50 |
| 3.1.1 | Research Variable..... | 50 |
| 3.1.2 | Operational Variable Definition..... | 51 |
| 3.2 | Population and Sample..... | 54 |
| 3.2.1 | Population..... | 54 |
| 3.2.2 | Sample | 55 |
| 3.3 | Data Types and Sources | 56 |
| 3.4 | Data Collection..... | 57 |
| 3.5 | Data Analysis Methods | 57 |
| 3.5.1 | Research Instrument..... | 57 |
| 3.5.1.1 | Validity Test..... | 57 |
| 3.5.1.2 | Reliability Test | 59 |
| 3.5.1.3 | Descriptive Analysis | 59 |
| 3.5.2 | Assumption Test..... | 60 |
| 3.5.2.1 | Normality Test..... | 60 |
| 3.5.2.2 | Multicollinearity Test..... | 61 |
| 3.5.2.3 | Heteroskedasticity Test | 62 |
| 3.5.3 | Multiple Linear Regression Test | 63 |
| 3.5.4 | Model Fit Test (F-Test) | 64 |
| 3.5.5 | Coefficient Determination Test (R^2) | 64 |
| 3.5.6 | Hypothesis Testing (T-Test)..... | 65 |
| CHAPTER IV RESULT AND DISCUSSION..... | | 66 |
| 4.1 | Description of Research Object..... | 66 |
| 4.2 | General Description of Respondent | 67 |
| 4.2.1 | General Description of Respondents by Gender | 67 |

| | | |
|------------------------------------|---|------------|
| 4.2.2 | General Description of Respondents by Age | 68 |
| 4.2.3 | General Description of Respondents by Occupation | 68 |
| 4.2.4 | General Description of Respondents by Monthly Expenses .. | 69 |
| 4.2.5 | General Description of Respondents Who Have Previously Purchased Oatly Products..... | 70 |
| 4.3 | Data Analysis | 71 |
| 4.3.1 | Validity Test Result..... | 71 |
| 4.3.2 | Reliability Test Results | 72 |
| 4.3.3 | Descriptive Analysis..... | 73 |
| 4.4 | Assumption Test..... | 75 |
| 4.4.1 | Normality Test..... | 75 |
| 4.4.2 | Multicollinearity Test | 76 |
| 4.4.3 | Heterokedasticity Test..... | 77 |
| 4.5 | Multiple Linear Regression Test..... | 79 |
| 4.5.1 | Model Fit Test (F-Test) | 79 |
| 4.5.2 | Coefficient Determination (R^2) | 80 |
| 4.5.3 | Hyphothesis Testing (T-Test)..... | 81 |
| CHAPTER V CONCLUSIONS | | 85 |
| 5.1 | Conclusions | 85 |
| 5.2 | Theoretical Implications..... | 86 |
| 5.3 | Managerial Implication | 86 |
| 5.4 | Limitation..... | 90 |
| 5.5 | Suggestions for Further Research | 91 |
| BIBLIOGRAPHY | | 93 |
| APPENDIX | | 103 |