# *ABSTRACT*

*Business competition in the skincare industry in the facial care category in Indonesia is currently getting tougher, along with the increasing number of new brands that have sprung up. The important strategies for company can continue to exist in the market product with its existing customers. This research aims to find out what can increase customer loyalty to the brand; This study aims to determine whether there is an influence between brand awareness, perceived quality, and perceived price on brand loyalty to consumers of Garnier's micellar water facial cleansing products. The population in this research were students from Diponegoro University who were consumers of Garnier brand. Data were obtained using a questionnaire from a sample of 100 people with a non-probability technique, purposive sampling. The data was then processed and analyzed using IBM SPSS Statistics version 23.*

*The results showed that brand awareness and perceived quality had a significant positive effect on brand loyalty; price perception has'nt effect on brand loyalty. Each hypothesis of a positive influence between brand awareness and perceived quality on brand loyalty are accepted; But, positive influence hypothesis between price perception and brand loyalty was rejected.*



***Keywords*: *Brand Awareness, Quality Perception, Price Perception and Brand Loyalty.***



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