

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	Heteroskedasticity 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	Hypothesis 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