

## **ABSTRACT**

*The purpose of this study was to determine the effect of brand awareness, brand attitude on customer loyalty with price perception as a mediating variable on consumer loyalty. This study uses a non-probability sampling method with a convenience sampling technique. The author collected 393 respondents for this study from Jakarta, most of whom were users of the Damn I Love Indonesia! product. Responses were analyzed using PLS-SEM. The results showed that brand attitude and price perception had a positive impact on customer loyalty, brand awareness had no effect on customer loyalty. Brand awareness and brand attitude have a positive effect on price perception. In addition, price perception acts as an intermediary variable between customer loyalty. These findings suggest that Damn I Love Indonesia must maintain and improve the quality of products and prices offered to encourage customer decisions to repurchase or remain customers.*

*Keywords : Brand Awareness, Brand Attitude, Perceived Price, Customer Loyalty*