

## ABSTRACT

Nowadays, tight competition occurs in every business sector, including in food industries. Jamoo Restaurant who took place at Shangri-La Hotels really well-known by people in Surabaya, as one of the restaurant at five stars hotels Jamoo must be able to maintain its performance, thus customers will still choose Jamoo than any other restaurant who took place in five-stars hotels. This research is aimed to asses Brand Loyalty in Jamoo restaurant Surabaya.

The results show that the entire hypotheses are accepted. While the third are rejected. First, Brand Loyalty influences Brand awareness positively and significantly. Secondly, Brand Loyalty influences Packaging positively and significantly. Third, that Affordability shows no significantly positive toward Brand Loyalty

Keyword: Brand Loyalty, Brand Awareness, Packaging, Affordability, Jamoo Restaurant Surabaya.