

## ***Abstract***

Public awareness of health is increased during the pandemic. This is reflected by the incremental demand of products that have health benefits, such as vitamin drinks. One brand of vitamin drink on the Indonesia's market is Oronamin C. Oronamin C was formulated as a nutritious carbonated drink to meet daily vitamin needs. Sales of the Oronamin C drink experienced a significant increase when cases of covid or news sentiment related to Covid-19 increased. However, Oronamin C sales also experienced a drastic decline when the number of cases subsided. Therefore, a study is needed to determine the factors that can affect *brand loyalty* to a brand. *Brand loyalty* can provide stability in demand for a product or brand.

This study aims to determine the direct or indirect effect of brand experience on brand loyalty through brand awareness, brand personality and customer satisfaction as intervening variables. Thus alternative path with the highest path coefficient can be determined as a reference for improvement suggestions.

This research used 291 Oronamin C consumers as respondents that chosen through the purposive sampling technique. The validity and reliability of the data were tested and then analyzed by using structural equation modelling by Smart PLS 4.0 assistance.

The results of the study reveal that the direct path of brand experience to brand loyalty has a stronger influence than the indirect path through brand awareness, brand personality and customer satisfaction as intervening variables

Based on the result of this study, Oronamin C must be able to increase their ability to create a good consumer experience toward its brand. Designing a good communication strategy to create a good brand experience aimed at increasing brand loyalty.

**Keywords:** *Oronamin C, Brand, Brand Experience, Brand Awareness, Brand Personality, Customer Satisfaction, Brand Loyalty*