

## ABSTRACT

*The spread of CoronaVirus Disease 2019 is proven to be a major catastrophe around the world. The increasing scale of transmission and the rapid rate of transmission of the virus has created a situation that threatens the lives and safety of people around the world. This pandemic also poses its own threat to the economies of countries around the world. All the preparations made in early 2020 have become useless, since there was the first confirmed case of COVID-19 in March which prompted the public to refrain from doing outdoor shopping activities. Consumers, who are the central figure in business, must also begin to adapt to new habits in shopping activities, which often make consumers hesitate or even reluctant to shop face to face in shopping centers.*

*From the following phenomenon, this study will focus on consumer shopping behavior during the COVID-19 pandemic, where the author will explore the important role of brand formation elements in the decision-making process in the study of consumer behavior, which will see its effect on health products. This study aims to test hypotheses and prove analytically and statistically whether the COVID-19 pandemic will have an impact on Price, Quality, Risk, and Loyalty as a reference for making shopping decisions for the community and how to calculate the influence given by Price, Quality, Risk, and Loyalty to Brand Preferences, where the benchmark used is how much influence will be given through the use of theories and data collection instruments that have been determined by the author.*

*Respondents in this study case were 400 respondents with the sampling method used was Non-Probability Sampling using Total Sampling or Census techniques. This type of research is a research that uses quantitative methods with descriptive analysis. The data analysis technique used is the classical assumption analysis, namely the non-parametric normality test with the Kolmogorov-Smirnov sample, the heteroscedasticity test and multicollinearity. The results of the study used Multiple Linear Regression analysis, T test and F test, and the Coefficient of Determination Test. Based on the hypothesis testing that has been carried out through the three methods above, it can be obtained the answer that the four independent variables have a positive influence on the dependent variable if the four variables affect a consumer simultaneously, but will not have a significant effect if partially, and the effect given is very minimal.*

*Keywords: Marketing Management, Price, Quality, Risk, Loyalty, Brand Preference*