

## **ABSTRACT**

*The aim of this research is to look the factors of packaging product, brand awareness and brand loyalty on the scm product of frisian flag in Palembang. Sampling was done by purposive sampling. This study took a sample of 100 people to be used as research. Analytical techniques descriptive are used to look at what factors are more dominant on the scm product of frisian flag. The results of these studies show a high loyalty on the scm product of frisian flag.*

*Keywords : packaging product, brand awareness and brand loyalty*