

ABSTRACT

Tehbotol Sosro is the packaged ready to drink tea beverage pioneer that has dominated the market of bottled drink tea in Indonesia and wants to continue to maintain its existence in the future. By the high market demand requires Tehbotol Sosro has already high equity because consumers will be more likely to choose and loyal to a brand that is known. This study investigated the effect of brand equity, consumer loyalty Tehbotol Sosro in Bandung City. The purpose of this research to determine and analyze how much influence brand equity consisting of brand awareness, perceived quality, brand association, and brand loyalty on consumer loyalty. The method of this research is using the causal quantitative method with data collection techniques in the form of a questionnaire distributed to the people in the city who are or have been consumed Tehbotol Sosro. The sampling technique is also using the probability sampling with a sample size of 400 respondents. The results showed a high correlation between the variables of brand equity (X) on consumer loyalty (Y) by 0.641. That is, the ability of brand equity in influencing consumer loyalty Tehbotol Sosro which was 64.1% and the remaining 35.9% is influenced by other variables that are not in this study.

Keywords: Brand Equity, Consumer Loyalty.