

ABSTRACT

The need for soft drinks continues to increase every year. One of which is. Competition between tea companies in packaging is also getting tighter, currently two tea companies in packaging with its products are Tehbotol Sosro and Harum Pucuk Tea. The purpose of this study is to explain how the comparison is based on the brand Tehbotol Sosro and Teh Harum Pucuk.

This research is a quantitative research, with survey method, with characteristic of comparative research. The consumer population of Tehbotol Sosro and Teh Pucuk Harum is not known in exact amount, so the sample is determined by Bernoulli formula as much as 100 respondents. Sampling technique used in this research is taking nonprobabilitas sampling by way of Purposive Sampling. Data collection was done through questionnaire with location in Bandung City. The data analysis technique used descriptive analysis and different test of Mann Whitney.

The results showed a significant difference between the dimensions of brand awareness, brand association, quality perceptions and brand loyalty of Tehbotol Sosro and Teh Pucuk Harum. Tehbotol Sosro is surpass to all major dimensions of brand equity shaping compared to Teh Pucuk Harum, with excellent brand awareness category, good brand association, good quality perception and good brand loyalty.

Keywords: brand equity, brand awareness, brand association, perceived quality, brand loyalty