

ABSTRACT

The purpose of this study was to determine influence of brand equity Teh Botol Sosro to buyer decision process in Bandung City. This study uses quantitative descriptive research-casualty. Sampling technique used was incidental sampling type under non-probability sampling. With the total number of 400 respondents. The data was analyzed descriptively and the hypothesis were tested by using multiple linear regression analysis.

Based on the results of simultaneous hypothesis testing brand equity significantly influence buyer decision process . This is proofed by the $F\text{-count} > F\text{-table}$ ($175.217 > 2.394$) with a significance level of $0.000 < 0.005$. Based on the partial hypothesis test ($t\text{-test}$), the results showed that variable brand association, perceived quality and brand loyalty significantly influenced buyer decision process. Teh Botol Sosro at Bandung City. The results of coefficient of determination showed Teh Botol Sosro's brand equity was able to explain 64% buyer decision process and the remaining 36 % was influenced by other factors not examined in this research.

The conclusion of this research is Teh Botol Sosro's brand equity has entered into the good category, but there are some thngs to note such as ease consumers in obtaining product information, build relationships with consumers and maintains consumer loyalty of Teh Botol Sosro

Keywords : brand equity, brand awareness, brand association, perceived quality, brand loyalty, buyer decision process