

## **ABSTRACT**

*This study examines the influence of "A Cup for Endowment" on brand awareness at Tel-U Coffee. The objective of this research is to measure and explain the extent of the influence of "A Cup for Endowment" on brand awareness at Tel-U Coffee. The research method used in this study is quantitative method with descriptive analysis. The data for this research were obtained from respondents' responses through the distribution of questionnaires to 400 Tel-U Coffee consumers who have visited and purchased Tel-U Coffee products, using non-probability sampling technique with quota sampling method for sample determination. It is known that there is a significant influence between the "A Cup for Endowment" tagline on Brand Awareness of Tel-U Coffee, this is proven through the results of hypothesis testing using the t-test, namely  $t_{value} > t_{table}$  ( $30.174 > 1.966$ ). Furthermore, based on the coefficient of determination testing, the coefficient of determination is obtained at 69.6%. This indicates that the influence of the independent variable (X), which is the "A Cup for Endowment" tagline, on Tel-U Coffee's brand awareness is 0.696 or 69.6%. The conclusion of this study is that there is a significant influence of the "A Cup for Endowment" tagline on Brand Awareness of Tel-U Coffee, accounting for 69.6%, while the remaining 30.4% is influenced by other factors not examined in this study.*

**Keywords:** tagline, brand awareness, endowment fund.