PENGARUH KUALITAS PRODUK DAN *BRAND AWARENESS* TERHADAP LOYALITAS PELANGGAN PRODUK TEH BOTOL SOSRO (STUDI KASUS PELANGGAN DI KOTA BANDUNG)

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh persepsi kualitas produk dan *brand awareness* terhadap loyalitas pelanggan produk Teh Botol Sosro di Kota Bandung. Populasi dalam penelitian ini adalah pelanggan Teh Botol Sosro di Kota Bandung. Jumlah sampel 100 pelanggan dengan perhitungan penentuan sampel menggunakan rumus *cochran*. Teknik pengambilan sampel ini melalui pendekatan *NonProbability Sampling* yaitu *Purposive Sampling*. Instrumen analisis statistik menggunakan uji validitas, uji realibilitas, uji asumsi klasik, uji multikolinieritas, uji heteroskedastisitas, analisis regresi linear berganda, analisis koefisien korelasi, analisis koefisien determinasi, uji t, dan uji f dengan bantuan *software* SPSS versi 25. Hasil penelitian menunjukkan bahwa kualitas produk dan *brand awareness* termasuk dalam kategori "baik" dan loyalitas pelanggan produk Teh Botol Sosro termasuk dalam kategori "kurang baik". Hasil analisis secara parsial dan simultan kualitas produk dan *brand awareness* memiliki pengaruh secara signifikan terhadap loyalitas pelanggan pada produk Teh Botol Sosro di Kota Bandung.

Kata Kunci: Kualitas Produk, *Brand Awareness*, Loyalitas Pelanggan

THE EFFECT OF PRODUCT QUALITY AND BRAND AWARENESS ON CUSTOMER LOYALTY FOR TEH BOTOL SOSRO PRODUCTS (CASE STUDY ON CUSTOMER IN BANDUNG CITY)

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ABSTRACT

This study aims to determine the perception of quality product and brand awareness on customer loyalty for Teh Botol Sosro's product in Bandung city. The population in this study are customers of Teh Botol Sosro in Bandung city. The number of samples is 100 customers with the calculation of determining the sample using the cochran formula. This sampling technique uses the NonProbability Sampling approach, namely Purposive Sampling. Statistical analysis instruments used validity test, realibility test, classical assumption test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, correlation coefficient of determination analysis, t test, and f test and f test with the help of SPSS software version 25. The results showed that quality product and brand awareness were included in the "good" category and customer loyalty for Teh Botol Sosro products was included in the "poor" category. The results of partial and simultaneous analysis of quality product and brand awareness have a significant influence on customer loyalty to the Teh Botol Sosro's product in Bandung city.

Keywords: Quality Product, Brand Awareness, Customer Loyalty