ABSTRACT

The Effect of Brand Equity on Teh Botol Sosro to Purchase Loyalty on The Students of Economic and Business Faculty Hasanuddin University

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Consumer research conducted on the student of Economic and Business Faculty of Hasanuddin University who was a Teh Botol Sosro consumer. This study aims to determine the effect of brand equity (brand awareness, brand associations, perceived quality and brand loyalty) to the Teh Botol Sosro purchasing loyalty on the student of Economic and Business Faculty of Hasanuddin University. The analytical techniques used in this study were multiple linear regression in data processing using SPSS 17. The statistical test results or partial value of t and f test results or simultaneously, the variable of brand awareness, brand associations, perceived quality and brand loyalty has a positive and significant influence on Teh Botol Sosro purchase loyalty on The Students of Economic and Business Faculty Hasanuddin University. From the calculation results of analysis of determination $r^2 = 0.623\%$ this indicates that 62.3% of Teh Botol Sosro purchase loyalty on the students of Economic and Business Faculty Hasanuddin University influenced by Brand Awareness (X1), Brand Association (X2), Perception of Quality (X3), and Brand Loyalty (X4) and the remaining 37.7% influenced by other factors outside the model study.

Keywords: Purchase Loyalty, brand awareness, perceived quality, brand association, brand loyalty