

## INTISARI

Tujuan Penelitian ini untuk menganalisis dan mengetahui pengaruh dari *Brand Communication*, *Brand Image*, *Brand Satisfaction*, *Brand Trust* terhadap *Brand Loyalty* Teh Pucuk Harum di Surabaya. Penelitian ini menggunakan 170 responden berdomisili di Surabaya, pendidikan min. SMA / Sederajat, pernah membeli dan mengkonsumsi produk Teh pucuk harum, pernah melihat kegiatan promosi Teh pucuk harum dan mengetahui perbedaan Teh pucuk harum dengan teh dalam kemasan lainnya.

Pengelolaan data dilakukan dengan menggunakan pendekatan *Structural Equation Modelling* (SEM) dengan menggunakan program LISREL 8.7 *for Windows*. Teknik pengambilan sampel yang digunakan adalah *Non probability sampling* dengan jenis *Purposive sampling*. Data diperoleh secara langsung dari responden yang memenuhi karakteristik populasi yang ditentukan dengan menyebarkan kuesioner.

Hasil penelitian ini menemukan bahwa *Brand Communication*, *Brand Image*, *Brand Satisfaction*, dan *Brand Trust* memiliki pengaruh positif dan signifikan terhadap *Brand Loyalty* Teh Pucuk Harum di Surabaya.

Kata kunci : *Brand*, *Brand Communication*, *Brand Image*, *Brand Satisfaction*, *Brand Trust*, *Brand Loyalty*.

## ABSTRACT

*The purpose of the study was to analyze and determine the influence of brand communication, brand image, brand satisfaction, brand trust would effect brand loyalty Teh Pucuk Harum in Surabaya. This study uses 170 respondents residing in Surabaya, minimum highschool education or equal, buying and consuming the product of teh pucuk harum, have seen the promotional activities of teh pucuk harum and know the difference between teh pucuk harum with other ready to drink tea.*

*This research using Structural Equation Modelling (SEM) approach with Lisrel 8.7 for Windows. Sampling technique used in this research are non probability sampling with this type of purposive sampling. The data were collected directly from respondents who meet the characteristics of the population by spreading questionnaires.*

*The results of this study showed found that brand communication, brand image, brand satisfaction and brand trust have a positive and significant influence toward brand loyalty teh pucuk harum in surabaya.*

*Keywords: Brand, Brand Communication, Brand Image, Brand Satisfaction, Brand Trust, Brand Loyalty.*