ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menguji faktor-faktor yang mempengaruhi *Brand Loyalty* teh dalam kemasan merek Teh Botol Sosro di Surabaya.

Penelitian ini menggunakan pendekatan kuantitatif, dengan jenis penelitian kausal. Penelitian ini menggunakan sampel dengan karakteristik pria atau wanita, berdomisili di Surabaya, minimal SMA, telah membeli dan mengonsumsi teh dalam kemasan merek Teh Botol Sosro. Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari jawaban kuesioner yang dibagikan kepada 100 responden. Dalam penelitian ini, data diolah dengan menggunakan regresi linier berganda dan regresi sederhana, dan menggunakan uji F dan t.

Hasil penelitian menunjukkan bahwa *Brand Characteristic, Company Characteristic, Consumer-Brand Characteristic, Trust In A Brand* memiliki pengaruh yang signifikan terhadap *Brand Loyalty* teh dalam kemasan merek Teh Botol Sosro di Surabaya.

Kata kunci **:** *Brand Characteristic, Company Characteristic, Consumer-Brand Characteristic, Trust In A Brand, Brand Loyalty*

ABSTRACT

This research aims to identify and examine factors that influence the Brand Loyalty of Teh Botol Sosro brand in Surabaya.

This research using a quantitative approach, with the kind of causal research. This study used a sample with the characteristics of men or women, based in Surabaya, has graduated from high school, has been buying and drinking Teh Botol Sosro brand. Data used in this research is the primary data obtained from the answers of the questionnaire distributed to 100 respondents. In this study, data were processed using multiple linear regression and simple linear regression, hypothesis testing using the test F and t.

The results showed that the Brand Characteristic, Company Characteristic, Consumer-Brand Characteristic, Trust In A Brand has a significant impact on Brand Loyalty Teh Botol Sosro brand in Surabaya.

Key Words : Brand Characteristic, Company Characteristic, Consumer-Brand Characteristic, Trust In A Brand, Brand Loyalty