

PENGARUH *BRAND AWARENESS*, *PERCEIVED QUALITY*, DAN *BRAND LOYALTY* TERHADAP *OVERALL BRAND EQUITY* TEH PUCUK HARUM DI SURABAYA

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui dan menganalisa pengaruh *perceived quality*, *brand awareness*, *brand loyalty*, dan *overall brand equity* Teh Pucuk Harum di Surabaya. Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan kuesioner. Metode pengolahan data menggunakan *Structural Equation Model* (SEM). Karakteristik responden dalam penelitian ini adalah konsumen Teh Pucuk Harum 4 kali dalam 3 bulan terakhir. Berdomisili di Surabaya dengan pendidikan minimal SMA.

Penelitian ini menemukan bahwa *perceived quality* berpengaruh positif signifikan terhadap *brand loyalty*, *brand awareness* berpengaruh positif signifikan terhadap *brand loyalty*, dan *brand loyalty* berpengaruh positif signifikan terhadap *overall brand equity* Teh Pucuk Harum di Surabaya.

Kata Kunci: *perceived quality*, *brand awareness*, *brand loyalty*, *overall brand equity*

*THE EFFECT OF BRAND AWARENESS, PERCEIVED QUALITY, AND BRAND LOYALTY ON OVERALL BRAND EQUITY TEH PUCUK HARUM IN SURABAYA*

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**ABSTRACT**

*This study aims to determine and analyze the effect of perceived quality, brand awareness, brand loyalty, and overall brand equity in Pucuk Harum Tea in Surabaya. This study uses a quantitative approach using a questionnaire. Data processing methods use the Structural Equation Model (SEM). The characteristics of the respondents in this study were consumers of Harum Pucuk Tea 4 times in the last 3 months. Based in Surabaya with a minimum high school education.*

*This study found that perceived quality has a significant positive effect on brand loyalty, brand awareness has a significant positive effect on brand loyalty, and brand loyalty has a significant positive effect on overall brand equity in Pucuk Harum Tea in Surabaya.*

*Key Words: perceived quality, brand awareness, brand loyalty, overall brand equity*

