

## **ABSTRACT**

*In the market development, businesses always encounter various challenges, and market leaders are no exception. Teh Botol Sosro has been a market leader in bottled tea products for over a decade. However, its position has faced a potential shift with the emergence of a new player, Teh Pucuk Harum, marked by a decline in the Top Brand Index since 2020.*

*This research aims to analyze the influence of brand image and brand experience on brand loyalty for Teh Botol Sosro products, with brand trust as an intervening variable among consumers in the city of Semarang. A questionnaires were distributed to 154 respondents using a 1-5 Likert Scale. After collecting responses, the data were processed using Structural Equation Method (SEM) analysis in AMOS 24 software.*

*The findings of this research indicate that brand image and brand experience have a positive and significant influence on brand trust. Other results show that brand trust and brand experience have a positive and significant impact on brand loyalty. However, no significant influence was found in the relationship between brand image and brand loyalty. The most significant influence was observed in the relationship between brand experience and brand trust, with a coefficient of 0.583.*

**Keywords:** *Brand Image, Brand Experience, Brand Trust, Brand Loyalty, Packaged Tea*