

ABSTRACT

Business competition in the ready-to-drink tea (RTD tea) industry in Indonesia nowadays is getting more intense, along with the massive growth of new brands. One of the important strategies so that the preceding companies can still keep their existence in the market up is the art of maintaining their already-there current customers. According to the situation, this research was done to find out if there is any influence from brand image, perceived price, and perceived quality, to brand loyalty, in the case of Teh Botol Sosro RTD tea consumers.

Population in this research was student in Diponegoro University, Semarang, who was consumer of Teh Botol Sosro RTD tea. Data were collected through questionnaires, from 150 samples, using non-probability, purposive sampling. Data were then processed and analyzed using IBM SPSS Statistics version 23 program.

The research result showed that only brand image and perceived price have positive influence to the brand loyalty, significantly; perceived quality was found to also have a positive influence, but not in a significant way. In other words, each positive influence hypothesis of brand image and perceived quality to brand loyalty is accepted; meanwhile, the positive influence hypothesis of perceived price to brand loyalty is rejected.

Keyword: Brand Image, Perceived Price, Perceived Quality, and Brand Loyalty