

ABSTRACT

Increasing competition in the bottled drinking water industry requires companies to maintain customer loyalty as a sustainable competitive advantage. Brand Loyalty may be influenced by several factors, including Brand Awareness, Brand Image, Perceived Quality, and Brand Trust. This study aims to examine the effects of Brand Awareness, Brand Image, and Perceived Quality on Brand Loyalty among AQUA consumers. This study employed a quantitative survey approach. Data were collected through questionnaires distributed to AQUA consumers and analyzed using covariance-based Structural Equation Modeling (SEM) with AMOS software. The analysis included measurement model evaluation, goodness-of-fit assessment, and testing of both direct and indirect relationships among variables. The findings indicate that Brand Loyalty, Brand Image, and Perceived Quality have positive and significant effects on Brand Trust. Furthermore, Brand Awareness and Brand Image positively and significantly influence Brand Loyalty. In contrast, Perceived Quality and Brand Trust do not have significant effects on Brand Loyalty. These results suggest that consumer loyalty toward AQUA is primarily driven by Brand Awareness and Brand Image rather than by Perceived Quality or Brand Trust. Therefore, managerial efforts to strengthen customer loyalty should focus on enhancing brand visibility and maintaining a positive Brand Image among consumers.

Keywords: *Brand Awareness, brand image, perceived quality, brand trust, brand loyalty*

