

## ABSTRAK

**RENY LANY, NIM : 7142210016. Pengaruh *Advertising Slogans* dan *Brand Awareness* Terhadap Loyalitas Pelanggan pada Teh Botol Sosro di Mie Sop Kampung Bamboe Cafe Medan.**

Permasalahan yang diangkat dalam penelitian ini adalah apakah terdapat pengaruh *advertising slogans* dan *brand awareness* terhadap loyalitas pelanggan pada teh botol sosro di mie sop kampung bamboe cafe Medan. Penelitian ini bertujuan untuk menguji faktor yang diduga berpengaruh terhadap loyalitas pelanggan, seperti *advertising slogans* dan *brand awareness*.

Populasi dalam penelitian ini adalah seluruh konsumen teh botol sosro di mie sop kampung bamboe cafe Medan. Pemilihan sampel dilakukan dengan metode *purposive sampling*. Berdasarkan kriteria yang telah ditentukan maka jumlah konsumen yang memenuhi sebanyak 108 orang. Teknik analisis data yang digunakan adalah uji normalitas, uji multikolinieritas, uji heteroskedastisitas, uji linieritas, analisis jalur dengan taraf signifikan (taraf kepercayaan) alpha 0,05.

Setelah dilakukan perhitungan dengan bantuan SPSS 23.0, maka diperoleh hasil analisis jalur dengan persamaan  $X_2 = 0,227X_1 + 0,974\varepsilon_1$  ;  $Y = -0,291X_1 + 0,333X_2 + 0,921\varepsilon_1$ . Uji hipotesis menunjukkan hasil koefisien jalur yaitu (1) Hasil t hitung variabel *Advertising Slogans* memiliki nilai 2,401 > dari t tabel 1,659 dan nilai signifikan 0,018 < 0,05. *Advertising Slogans* secara parsial berpengaruh positif dan signifikan terhadap *Brand Awareness*. (2) t hitung variabel *Advertising Slogans* memiliki nilai -3,148 > dari t tabel 1,659 dan nilai signifikan 0,002 < 0,05. *Advertising Slogans* secara parsial berpengaruh negatif dan signifikan terhadap Loyalitas pelanggan. (3) t hitung variabel *Brand Awareness* memiliki nilai 3,056 > dari t tabel 1,659 dan nilai signifikan 0,000 < 0,05. *Brand Awareness* secara parsial berpengaruh positif dan signifikan terhadap Loyalitas pelanggan.

**Kata Kunci :** *Advertising Slogans*, *Brand Awareness*, Loyalitas Pelanggan



## ABSTRACT

**RENY LANY, NIM :7142210016. Effect of Advertising Slogans and Brand Awareness on Customer Loyalty in Teh Botol Sosro in Mie Sop Kampung Bamboe Cafe Medan.**

The problem raised in this study is whether there is an influence of advertising slogans and brand awareness on customer loyalty in the sosro bottle tea in soup noodles in the village of bamboe cafe Medan. This study aims to examine factors that are thought to influence customer loyalty, such as advertising slogans and brand awareness.

The population in this study were all consumers of teh sosro bottles in soup noodles in the village of bamboe cafe Medan. Sample selection is done by purposive sampling method. Based on the predetermined criteria, the number of consumers who meet as many as 108 people. Data analysis techniques used were normality test, multicollinearity test, heteroscedasticity test, linearity test, path analysis with a significant level (confidence level) of 0.05.

After calculating with SPSS 23.0, the path analysis results obtained with the equation  $X_2 = 0.227X_1 + 0.974\epsilon_1$ ;  $Y = -0,291X_1 + 0,333X_2 + 0,921\epsilon_1$ . Hypothesis testing shows the results of the path coefficient (1) the results of the Calculated Advertising Slogans variable have a value of  $2.401 >$  from t table 1.659 and a significant value of  $0.018 < 0.05$ . Advertising Slogans partially has a positive and significant effect on Brand Awareness. (2) the variable Advertising Slogans has a value of  $-3.148 >$  from t table 1.659 and a significant value of  $0.002 < 0.05$ . Advertising Slogans partially negatively and significantly affect customer loyalty. (3) t count the Brand Awareness variable has a value of  $3.056 >$  from t table 1.659 and a significant value of  $0.000 < 0.05$ . Brand Awareness is partially positive and significant impact on customer loyalty.

**Keywords: Advertising Slogans, Brand Awareness, Customer Loyalty**

