

**THE IMPACT OF BRAND AWARENESS TOWARD CUSTOMER LOYALTY  
IN LOCAL BRAND. STUDY CASE: TANAMERA COFFEE INDONESIA**

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## STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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## ABSTRACT

### THE IMPACT OF BRAND AWARENESS TOWARD CUSTOMER LOYALTY IN LOCAL BRAND. CASE STUDY: TANAMERA COFFEE INDONESIA

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The growth of local brand coffee shops in Indonesia is very high. It makes Indonesia local coffee shops are competes very tight. Every coffee shop is facing direct competition each other and they have to overcome the competition by several concepts through brand awareness to attract customer to be loyal. It is no longer become a secret for customer to be more loyal to it is brand. This research would like to analyze the impact of brand awareness toward customer loyalty in local brand, and which factor that will attract the customer loyalty.

The primary data use quantitative, which is use questionnaire. The questionnaire will be collected from 100 respondents. Result found that brand awareness has a positive impact on customer loyalty by 95% and it is shows that top of mind and dominant brand has the most impact on customer loyalty. Based on the result, the restaurant has to be emphasizing on that factors in order to increasing rate of customer loyalty.

*Keywords: brand awareness, customer loyalty, brand recognition, brand recall, top of mind brand, local brand, coffee shop*



## DEDICATION

I dedicate this thesis for my parents who always support me and motivate me in any situations. I hope this thesis will make you proud.

To Tanamera Coffee Indonesia, I hope this thesis will give a contribution and help the company in a positive way.



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