

ABSTRACT

In business competition, a brand is something that is considered by consumers in purchasing activities that affect the sales volume of a company. Swasty (2016: 112) says that creating brand awareness means increasing brand familiarity through repeated exposure, this is more effective for brand recognition than brand reminders. Teh Botol Sosro is a pioneer of ready-to-drink tea packaged which has survived for decades. Important things that need to be considered by PT. Sinar Sosro is building a good Brand Image, and describing Brand Awareness into the minds of consumers. The purpose of this study was to determine the effect of Brand Awareness and Brand Image on the sales volume of Teh Botol Sosro in Bandung. The hypothesis in this study is that Brand Awareness and Brand Image have a positive and significant effect on sales volume.

Based on the objectives of his research, this study belongs to a descriptive study. The population and sample used were Teh Botol Sosro sellers in Bandung. The technique used in sampling in this study is a non probability sampling with the Convenience Sampling method. Data analysis was carried out by descriptive analysis and multiple regression analysis.

The results of the study stated that Brand Awareness and Brand Image had an influence and significant effect on Sales Volume both partially and simultaneously. To increase the Sales Volume, Teh Botol Sosro is recommended to maintain the brand image by adjusting it to the needs of consumers.

Keywords: Brand Awareness, Brand Image, Sales Volume, Teh Botol Sosro