

ABSTRACT

The food and beverage sector has been a strong growth factor in recent years. In 2020, the food and beverage sector achieved a cumulative growth of 7.78%. However, after the pandemic, in January 2022, the food and beverage sector experienced a 12.06% increase compared to the previous year. This has led to intensified competition among bubble tea businesses. Currently, Xiboba ranks 5th with 65% of respondents aware of the brand and 45% of respondents having tried it. However, this indicates that consumers are only aware of the Xiboba brand without knowing the taste of its products. Thus, the value of Xiboba in the eyes of consumers is still low, resulting in a lack of customer satisfaction and brand loyalty.

The research conducted in this study used a quantitative research method with a descriptive and causal research objective. The purpose of this research is to determine the influence of consumer-based brand equity variables on brand loyalty for Xiboba products and to examine the mediating role of customer satisfaction between consumer-based brand equity and brand loyalty at Xiboba.

In this study, a non-probability sampling technique was used with a sample size of 385 respondents. The data analysis method employed descriptive analysis to describe the collected data, as well as Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis using the SmartPLS 3.2.9 data processing application.

The research results show that consumer-based brand equity variables, namely perceived quality, perceived value of cost, brand identification, trust, and lifestyle-congruence, have a positive and significant impact on brand loyalty for Xiboba products. Additionally, customer satisfaction is proven to mediate the relationship between consumer-based brand equity and brand loyalty for Xiboba products effectively.

Here are some practical recommendations that the researcher can provide to Xiboba to enhance brand identification through expanding interactions with customers to establish a closer connection. For future research, it is suggested to consider using the same variables while exploring the addition of brand awareness to consumer-based brand equity.

Keywords: *Brand Equity, Customer satisfaction, Brand loyalty, Food & Beverage Industry*