ABSTRACT

Analysis on Brand Equity of Candy in Bogor
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The aims of this study are (1) to analyze the factors influencing the brand equity, including the top of mind brand, the best brand, the brand perceived quality, the brand used most often, the overall satisfaction, the brand loyalty, the brand share, the marketing mix activities or the product, the place, the price and the promotion, (2) to find out the brand equity of candy in Bogor based on customer perception, and (3) to formulated marketing strategy alternatives to improved the Brand Equity of Candy.

Data collected were the dimensions of brand equity, the marketing mix activities and the demography, obtained from around 150 respondents living in Bogor. The method of study used was survey method and the data was processed using the structural equation modeling and the data tabulation.

The results of study showed that the Top of Mind Awareness was for Sugus and Relaxa, the Spontaneous Awareness was for Fox’s, the Brand Recognition was for Mentos and Kopiko, and the Brand Used Most Often was for Relaxa. The Brand Loyalty of Respondent was only 23.1 %, the Perceived Quality of Product was almost 61.2 % with good perception, the Overall Satisfaction of Respondent toward Candy was 55.8 % with quite satisfied, the Best Brand was Fox’s, the Brand Share was Fox’s, the Majority Respondent or 99 % believed that the price of candy was equal with the quality candy itself, and the Most Favorite Taste of candy was mint. The highest score for the Hard Candy Brand Equity was Relaxa, while for the Soft Candy was Mentos. The important attributes influencing the making of brand equity of candy were the Brand Used Most Often, the Top of Mind, the Loyalty, the Distribution, the Brand Share, the Recommendation, the Perception, the Top of Mind Advertising, and the Satisfaction.