The purpose of this study was to identify the coffee brands' competitiveness in Bogor; to analyze the brand equity of coffee brands in Bogor; to recommend alternate marketing policy for the companies, which produce the product of coffee brands. The data were collected from 120 households living in Bogor. Cross tabulation, average, percentage, spearman brown formula, Cochran formula, Importance-Performance Matrix, Radar Chart, Semantic Differentials, Pro T formula were used to analyze the data. The results of the study showed that Kapal Api was the Top of Mind Coffee Brand, strong brand image (nine associations), positive perceived quality and the most often coffee brand that consumer used. Liong Bulan was the second Top of Mind coffee brand. Although Liong Bulan is local brand, Liong Bulan have strong brand image (nine associations) with positive perceived quality. Liong Bulan was the third most often coffee brand that consumer used. Nescafe was the third Top of Mind coffee brand, strong brand image (ten associations), positive perceived quality and the second most often coffee brand that consumer used. The result suggest that the company which produce those coffee brands above have to maintain their market share (promotion, sponsorship, create switching cost.

Torabika and Ayam merak were coffee brands, which fewer consumers used in Bogor. The result suggests that the companies, which produce those coffee brands, must review their marketing policy to meet consumer needs in product quality and promotion improvement.