ABSTRACT

Lucy, Brand and Packaging Analysis on Brand Awareness and Brand Loyalty on Refreshment Drinking Water.
Under direction of UJANG SUMARWAN, DJAMALUDIN

Many researchers have conducted a study on brand awareness and brand loyalty. It is because of the importance of the brand itself, the brand is the identity of a product that differentiates one product from other products, brands could increase the sale value of a product. Brand as intangible asset, it is difficult to build the brand loyalty. Good products create loyal consumers’, they will promote the products to others. Currently, in Indonesia issues regarding turnover and brand image of the refreshment drinking water. Previously there was only refreshment drinking water under brand Cap Kaki Tiga with image of logo Cap Kaki Tiga and picture of rhino on the packaging. With the dispute between brand holder and producer Cap Kaki Tiga, then come the two types of products on the market today, the first product using brand Cap Kaki Tiga with image of logo Cap Kaki Tiga on packaging and the second product using brand Cap Badak with picture of rhino on packaging. This research showed that consumers actually do not concern with the change of brand and product packaging. Consumer expectations are getting the desired properties that relieve heartburn. While the product solution to meet the expectations of Toner consumer, they will loyal to consume the product.

Keywords: brand, packaging, brand awareness, brand loyalty.