ABSTRACT

MIRA Rahmawati. Analysis of Brand Equity in Packaging Bottle Juice Drinks Minute Maid in Bogor. Under the guidance of NURMALINA RITA and RETNANINGSIH

The purpose of this study was to analyze the relationship and contribute to the formation of the marketing mix Minute Maid brand equity, analyze the relationship and contribution of brand equity dimensions to the formation of Minute Maid brand equity, analyzing Minute Maid brand equity as an overall juice drinks in packaging and formulating managerial implications for companies in the Minute Maid brand equity management. This research is a descriptive study conducted by survey method. Survey methods conducted through interviews using questionnaires to the respondents. The results showed that the dimensions of brand equity which are the association and brand awareness has a positive and significant contribution to the formation of Minute Maid brand equity, while the elements of the marketing mix that has the highest contribution in the formation of associations and brand awareness is the marketing mix element in the form of advertising.

Key words: Minute Maid, Brand Equity, Structural Equation Modelling