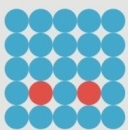




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## ABSTRACT

### An Analysis of Activia's Brand Equity in Bogor City

Yadi

The purpose of this study was to analyze the effect of selected marketing effort to brand equity of Activia. The data were collected from 121 respondents in Bogor. Data analysis was conducted using structural equation modeling, multidimensional scaling and description analysis. The results show that suitable price related to perceived quality, high advertising spending related to awareness and associations, and high distribution intensity are related to loyalty and awareness. Dimension of loyalty related to high *brand equity*. The result suggested that Activia should maintain the optimum price strategy and increasing the intensity of distribution. Beside that Activia should be repair the quality and brand association perception.

Keyword: *Brand equity*, Marketing Effort, *Structural equation modeling*, *multidimensional scaling*, Activia

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