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ABSTRACT

Brand Equity Analysis of Quary Drinking Water in Bogor

Quary is an ultra hygienic drinking water specially produced to support the health of human body. It has been processed through three stages: reverse osmosis, ultrafiltration-ozonization, and oxygenation. Quary was launched in 2003 and got good response from local consumers because of its quality and benefits to human body. Quary achieved significantly increasing sales amount every year, but in other hand, faced two major problems: price competition by several new brands and massive advertising and promotion of brand leader. In such situation, Quary needs to build strong brand equity in order to win the competition. This research aims to examine the brand equity of Quary compared to other brands, to formulate the model of brand equity of drinking water in Bogor, to analyze the potential to acquire customers of other brands, and formulate marketing strategy to build strong brand equity. This study employed structural equation modeling to investigate the causal relationships between the marketing efforts and the dimensions of brand equity, and between the dimensions of brand equity and brand equity itself. The study concluded that intensity of advertising and promotion and intensity of distribution significantly support the brand awareness and association, and the brand perceived quality. Intensity of distribution supports the brand loyalty. Brand awareness and association and brand loyalty was found to have positive contribution to brand equity. Marketing efforts that have positive contribution to the brand equity of Quary are intensity of distribution and intensity of advertising and promotion. Quary has great potential to acquire customers of other brands, and therefore, has to create good reasons for customers of other brands to switch to Quary.

Keywords: brand equity, Quary, drinking water