ABSTRACT

The Analysis on Brand Equity of Mizone, An Isotonic Drink Product on College Student in Solo
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The research was meant to (1) know if the respondents of Mizone have had brand equity of Mizone well, (2) know whatever attributes associated with Mizone, (3) analyze if the brand of Mizone has satisfied consumers and whatever attributes which have satisfied consumers, (4) know if Mizone have created the loyalty of consumers.

The method of this research was case study to university students in Solo, Central Java by questionnaire in collecting main data. The research used primary and secondary data. The primary data were obtained by interviewing respondents by questionnaire. The secondary data were obtained by collecting data and information from printing mass media, journal and Mizone website. The methods of data analysis in the research were descriptive analysis, Cochran test, Fishbein attitude model and Linkert scale.

Based on the analysis, some conclusions can be drawn that the result of 100 respondents can be divided into two main parts. The female respondents are more than the male ones. The respondents are the students of both Surakarta University and Indonesian Art Institute of Surakarta.

The second conclusion stated that in terms of brand awareness, Mizone ranks second to Pocari Sweat when the respondent answered the question of top of mind. In terms of brand recall, Mizone also ranks second. And in terms of new brand, Mizone has good brand awareness as the whole respondents have known Mizone brand. Besides, the advertisements in television and radio are main sources of identification of Mizone brand.

The third conclusion said that in terms of brand association, the associations that shape the image of Mizone brand are affordable price, easy to get, allowed and the famous brand.

The fourth conclusion showed that based on the measure of perceived quality of Mizone brand, the attributes of Mizone brand which have worse points in the terms of importance are fresh fruit taste, easy to get, discharge of thirsty, affordable price and good quality. Whereas the attributes that have better points in the terms of importance are secure for health, fruit aroma and package design.

The last conclusion described that by looking at the several factors of the brand loyalty, Mizone has the buyers in terms of liking the brand though in terms of committed buyer is still low. It can be understood since Mizone is classified as a new product.

Key words: Mizone, brand equity, brand awareness, brand association, perceived quality, brand loyalty, Solo.