Abstract
The Brand Equity Analysis of Pocari Sweat Isotonic Drink In Bogor And Depok

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This Research was inspired by the conceptual framework of brand equity which is developed by Yoo et al. (2000). The concept stated that brand equity is created not only by the dimensions of brand equity (brand awareness and association, brand perceived quality and brand loyalty) but also created by company’s marketing activities which can increase or even decrease brand equity. This research was conducted to explore the contribution of company’s marketing activities and the dimensions of brand equity in building strong brand equity related to Pocari Sweat’s repositioning as a special drink in every occasion and to explore the consumer perception of Pocari Sweat. The analysis technique is multicolinearity measurement with structural equation model (SEM) assisted by a computer application LISREL (Linier Structural Relationship) 8.51 version. The output analysis of SEM indicates that the hypothesis alternative model could explain the empirical facts collected by from the questionnaires. The structural model indicate that the brand equity of Pocari Sweat was created by three dimensions: brand awareness and association, brand perceived quality and brand loyalty. This research found that consumer gave normal response to the repositioning of Pocari Sweat. Three dimensions of Pocari Sweat’s brand equity gave positive contribution but not significant to brand equity Pocari Sweat. It indicate the stagnant of Pocari Sweat’s brand equity. Almost all of company’s marketing activities had no contribution to the Pocari Sweat’s brand equity, only distribution intensity which gave positive and significant contribution to Pocari Sweat’s brand awareness and association.