ABSTRACT

Analysing Brand Equity of Catch a Cold Medical Herbs in Bogor
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The objective of this research are: (1) Calculate the brand equity of catch a cold medical herbs in Bogor, (2) Analyze the factors that affect the brand equity of catch a cold medical herbs in Bogor, (3) Identify the characteristic of customer catch a cold medical herbs. Research shows that respondents are generally women in the age from 26 to 35 years old, with married status. They have monthly expended from Rp 2,500,000 to Rp 4,500,000. Most of respondents are housewife and private employee.

There are three dimensions were measured: brand awareness, brand perceived quality, brand loyalty. The research used Structural Equation Modelling (SEM) and the software LISREL for the data process. Validity and reliability of instruments are tested. The results show that brand awareness and brand perceived quality gave significantly contribution to brand equity. Top of Mind Brand, Top of Mind Advertising, and Brand share are indicator variables that give positive contribution to brand awareness. Brand used most often, best perceived quality, and overall satisfaction are indicator variables that give positive contribution to brand perceived quality. Management must build a great product awareness and product quality so that company can achieve loyal consumers.

Keywords: Brand Equity, Jamu Anti Masuk Angin, SEM Analysis.