ABSTRACT

DINAR SHAFATI RAHAYU. Brand Equity Analysis of Anti-Dandruff Shampoo on Hooded Young Girls in Bogor. Under direction of M. D. DJAMALUDIN and IRNI RAHMAYANI JOHAN.

The general aim of this research is to identify and know the elements of brand equity antidandruff shampoo on hooded young girls also to discover consumer awareness brand surveyed shampoo. This research was conducted for five months from August until December 2010. The data were collected from 100 hooded young girls in Bogor. The samples were taken with a Convenience Sampling method. Data was analyzed with descriptive analysis, Chi Square test, Cochran test, Importance Performance Analysis, and Brand Switching Pattern Matrix. The result showed that majority of characteristic antidandruff shampoo consumers are girls of 14–17 years old, get pocket money from parents and pocketing money between Rp 250.001,00–Rp 450.000,00 in one last month. Clear was the Top of Mind with five associations and was the third most often that consumer used. Sunsilk was the third Top of Mind with six associations and was the second most often that consumer used. Pantene was the second Top of Mind with five associations and was the first most often that consumer used. Pantene has strong enough brand equity. It can be seen from result obtained from analyze of elements of brand equity are brand awareness, brand association, perceived quality and brand loyalty.

Keywords: hooded, antidandruff shampoo, top of mind, brand equity, brand association