
SUMMARY

The growing number of restaurants in Bandung makes the competition in that business tighter. One of the strategies to overcome this competition is positioning strategy. Positioning strategy is a strategy that attempts to place a brand in a segment of market so that it can be accepted better than other brands. Company’s positioning can connect consumer expectation with the image of product brought to the consumer. Consumers usually choose product or service that able to give the best value to them. In order to face that kind of competition, Wendy’s has to give its competitive advantages to satisfy their targeted consumers.

This research was aimed to identify the characteristics of Wendy’s consumers, to analyze the closest competitors of Wendy’s, and to analyze the positioning of Wendy’s based on the attributes of Wendy’s competitive advantages’. The types of data used were primary and secondary data. The acquired data were analyzed with validity test for product moment correlation, Cronbach’s Alpha reliability test, descriptive analysis to identify the consumer characteristics and connection between variables, Multidimensional Scalling to see the competition map, Factorial Analysis to reduce the unneeded variables, and Biplot Analysis to analyze the positioning.

The result from descriptive analysis shows that the potential market for Wendy’s were consumers at the age of 16 to 25. Bachelor degree is still dominating the market with consumer’s income from one to three million rupiah per month.

Multidimensional Scalling shows the closest competitors map that could be a threat for Wendy’s. Two closest competitors of Wendy’s are A&W Restaurant and Kentucky Fried Chicken (KFC).
Biplot analysis shows the associations that build the positioning of Wendy’s. In consumer perception, the most attached positioning are restaurant’s coziness and cleanliness.

The associations that built the positioning of Wendy’s could be used as differentiation tools. Differentiation would help the company in performing positioning to enter the mind of consumers so that Wendy’s brand could have special meaning that reflect benefits in the form of associative connection.