

ANALISIS PERSEPSI KONSUMEN TERHADAP EKUITAS MEREK PRODUK ES KRIM

An Analysis of Consumer's Perceive of Brand Equity of Ice Cream Products

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ABSTRACT. *The brand equity is created not only by some dimensions of brand equity such as brand awareness, brand association, perceived quality, and brand loyalty but also created by marketing activities called antecedents of brand equity. This research used brand equity dimensions as variables. The aim of this research was to analyze consumer's perceive toward brand equity of ice cream (IM Meiji). The data was collected from 150 respondents in Bogor. The data analysis technique was the multicollinearity measurement with Structural Equation Modeling (SEM) assisted by a computer application LISREL (Linear Structural Relationship) 8.3 version. The output analysis of SEM indicated that the structural model could be accepted (close-fit) based on empirical facts. The structural model indicated that the brand equity of ice cream products (IM Meiji) was created by brand association (compound with brand awareness), brand loyalty, and perceived quality. Brand loyalty with significant positive correlation toward brand equity had the biggest contribution, while the perceived quality had the lowest contribution with negative correlation toward brand equity. The estimation of parameter also showed that advertisement and distribution intensity had significant positive correlation towards brand equity, but price had negative correlation.*

Key words: *brand, equity, ice cream, perceive, SEM*

PENDAHULUAN

Industri es krim di Indonesia kini masih terus berpeluang untuk meningkatkan pertumbuhannya karena terdapat terus mengalami peningkatan dalam konsumsi per kapita seiring dengan meningkatnya kesadaran masyarakat untuk makanan dan minuman yang sehat seperti pada Tabel 1. Dalam industri es krim di Indonesia terdapat tiga pemain besar yaitu Walls, Campina, dan Indoeskrim Meiji dimana Walls mendominasi

pangsa pasar sebesar 50%, diikuti oleh Campina 30%, dan Indoeskrim Meiji 15%.

Salah satu kunci sukses perusahaan dalam memenangkan persaingan pasar terletak pada proses penciptaan merek. Menurut Aaker (1997), perang pemasaran akan menjadi perang antar merek. Berbagai perusahaan dan investor akan mulai menyadari bahwa merek merupakan aset mereka yang terpenting, sehingga salah satunya cara untuk dapat menguasai pasar adalah memiliki pasar dengan merek yang dominan.

Tabel 1. Konsumsi es krim per kapita di Indonesia tahun 1999 dan 2004

Konsumen	Konsumsi Es Krim per Kapita (liter)	Growth 99/04	Sumber
Indonesia Tahun 1999	0,3	67%	Flavour house (2000)
Indonesia Tahun 2004	0,5		www.harianterbit.com (2004)
Eropa Tahun 2004	10		www.harianterbit.com (2004)
Pertumbuhan Dunia per Tahun → 20%			Data Internal PT Indoeskrim Meiji (2005)