ABSTRACT

Fidela (03320089038)

MEASUREMENT BRAND EQUITY OF RESTAURANT DAIICHI
(xvi + 116 pages, 23 tables, 23 figures, 7 appendix)

Restaurant Daiichi is a type of Japanese restaurant. The interview with management restaurant show the restaurant never done any measurement brand equity where as the measurement is something that important for doing that. Brand equity is a set of brand assets and value linked to a brand that add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customer. In the different word, brand equity can give effect to relationship between customer and brand of product or service. Therefore, this research has the objective to make the measurement of brand equity to the Restaurant Daiichi in order to devise strategies that is expected to increase brand equity in the mind of consumers.

The research had done by spreading preliminary questionnaire and research questionnaire in Restaurant Daiichi to 110 respondents. Preliminary questionnaire created with the aim to find out the names of Japanese restaurant can become competitors for the Restaurant Daiichi and used in the research questionnaire. Brand equity is made up of four elements, namely brand awareness, brand association, perceived quality, and brand loyalty. The data processing for brand awareness using descriptive statistics and brand association using Cochran Q Test to determine which associations can establish brand image of Restaurant Daiichi. The perceived quality processed by creating Importance & Performance Matrix and Competitive Profile Matrix. For brand loyalty is processed by using descriptive statistics and conducted by the analysis of Brand Switching Pattern Matrix. Based on the result of processing data, it brings that brand awareness of Restaurant Daiichi is still low with the percentage of Top of Mind is 8.2%; brand image of the Restaurant Daiichi include the flavor of food is tasty and the place is clean. On the perceived quality, Restaurant Daiichi has weakness in services compared to other competitors. Restaurant Daiichi get ranked 3rd with the average is 16.34. For brand loyalty of Daiichi Restaurant shows most respondent is satisfied buyer typed (50.3%) while the number of committed buyer typed are still relatively low (19.2%). The next step is designing brand strategy to enhance each of the brand equity’s elements for Daiichi Restaurant.

Key words: Brand equity, Brand Awareness, Brand Association, Perceived quality, Brand loyalty, Cochran Q Test, Importance & Performance Matrix, Competitive Profile Matrix, Brand Switching Pattern Matrix, Brand Strategy.