

ABSTRACT

***BRAND EQUITY ANALYSIS SANITARY NAPKIN PRODUCT
(STUDY CASE ON UNIVERSITY STUDENT OF FISIP UNILA
CLASS 2007-2010)***

By

Taat Sutriono

The purpose in this research to know brand equity of sanitary napkin product on university student of FISIP Unila class 2007-2010. The type in this research is descriptive. The population in this research are all of university student of FISIP Unila class 2007-2010. The sample in this research use convenience sampling and in order added quota sampling to spread the sample. Data concentrate use kuesioner with 90 responden of the sample. Analysis tools in this research use statistic descriptive analysis.

Measuring of brand equity base on 4 variable from Aaker metode are, brand awareness, brand association, perceived quality and brand loyalty. The result of this research show that charm sanitary napkin have a good brand equity. It can visible from element on brand equity. In brand awareness charm sanitary napkin is on the top of mind. In brand association element charm sanitary napkin associated as a good brand that fulfill all women needed and as a famous brand of sanitary

napkin. In perceived quality element charm have a the best of perceived quality.
In brand loyalty element charm have a hingert because of charm sanitary napkin is
more people use.

Keywords: Brand equity, Brand awareness, Brand association, Perceived quality,
Brand loyalty.