ABSTRACT

PERCEPTION ANALYSIS OF BRAND ASSOCIATION OF THE LUX

LIQUID SOAP

(Study in the Faculty of Economy, University of Lampung)

By

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Today business competition in the liquid soap business is very tight. This tight competition is signed by the appearing of more brands of liquid soap in the market with variations of each brand and advantage. These liquid soaps offer the benefit for health skin or beauty skin. One of the liquid soaps that concentrate on the beauty of skin is LUX. LUX's target market is young woman who care about skin care.

The problem, that is faced by PT Unilever Indonesia, Tbk, is a number of similar products on the market, so that PT Unilever should be able to maintain the existence of its brand in order to always be remembered by consumers when they need liquid soap product. Based on the background that has been described previously, the formulation of the problem in this study is

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"Does perception of brand association of the LUX liquid soap in the consumers' mind is still good or not good?"

This study aims to determine whether the perception of brand association of the LUX liquid soap in the consumers' mind has been good or bad by the dimension of brand association. The benefit of this research is this research can provide input for PT Unilever, Tbk so that it could be a kind of material consideration to strengthen its brand in order to always be remembered by consumers.

The population of this research is the users of LUX liquid soap in the Faculty of Economy, University of Lampung. The samples are 55 respondents and sampling is conducted by using non-probability sample with judgment sampling technique. The analysis tool is the cross tabs analysis and the mean value of each dimension of brand association.

The results concluded that the calculation of all variables brand associations that have been tested by using 11 items brand association indicator gets a good response with an average of the mean value of 3.64. It means that LUX liquid soap is well perceived in the minds of consumers. And, the highest mean value on the security dimension is 4.27, while the lowest mean value on the status dimension is 3.04.

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Companies should promote the product by making the events so that consumers can feel the product directly, in a different way. Companies should use a popular public figure that has a special appeal so that it can be a motivator to make someone feel proud and confident after using the product.