

## Analisa brand equity es krim merek Campina

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### Abstrak

Pasar es krim di Indonesia merupakan pasar yang cukup menarik untuk digarap. Hal ini dapat dilihat dengan makin banyaknya perusahaan yang terjun di industri ini, baik itu perusahaan lokal maupun perusahaan multinasional. Penelitian karya akhir ini bertujuan untuk menganalisis brand equity Es Krim Campina melalui pengukuran elemen-elemen pembangun brand equity, yaitu brand awareness, brand association, perceived quality dan brand loyalty. Dari hasil pengukuran brand awareness, Es Krim Walls menempati posisi Top of Mind di mata konsumen, sedangkan Es Krim Campina hanya mampu menempati urutan kedua. Walaupun Es Krim Walls tergolong pemain baru dalam pasar es krim Indonesia, namun karena didukung oleh gencarnya promosi baik melalui media cetak maupun elektronik, maka Walls berhasil menempati posisi Top Of Mind. Es Krim Campina sendiri walaupun masuk pasar Es Krim Indonesia sejak tahun 1970-an, namun karena kurangnya promosi hanya dapat menempati urutan kedua.

Untuk brand association, dari tujuh asosiasi awal yang didasarkan pada penelitian pendahuluan, setelah melalui analisis, ternyata hanya ada 5 asosiasi yang terbukti terkait langsung dengan Es Krim Merek Campina. Asosiasi-asosiasi tersebut adalah es krim dengan harga yang terjangkau, mudah diperoleh, es krim dengan pilihan rasa yang banyak, es krim dengan pilihan rasa yang unik (rasa lokal) dan produk es krim yang halal.

Analisis perceived quality menunjukkan hasil rata-rata importance (harapan) sebesar 4,19 dan performance (kinerja) sebesar 4,07. ini menunjukkan bahwa kinerja Es Krim Campina dirasakan kurang memenuhi harapan konsumen. Atribut-atribut yang harus dijaga kinerjanya karena sudah dianggap baik oleh konsumen adalah atribut harga produk dan kemudahan memperoleh. Perusahaan wajib mempertahankan dan bila mungkin meningkatkan kinerja atribut-atribut ini.

Analisis brand loyalty menunjukkan persentase terbesar pada satisfied buyer (64,57%). Ini berarti sebagian besar konsumen Es Krim Campina telah merasa puas dengan rasa Es Krim Campina. Dan sebaliknya, persentase terkecil ada pada tingkat brand switcher, yaitu sebesar 8,66%. Ini berarti bahwa faktor utama yang menjadi alasan mengkonsumsi Es Krim Campina bukanlah karena faktor harga, tapi lebih karena faktor-faktor lain.

Hasil analisis ini diharapkan akan menjadi masukan yang berguna bagi manajemen Es Krim Campina untuk melakukan perbaikan-perbaikan di masa mendatang.

Ice-cream market in Indonesia is market that interesting enough to be entered. This could be seen with the increasing number of companies that entered this industry, both local and multinational company. Premium brands now more and more stepping into Indonesia ice-cream market. Mentioned Haagen-Dazs, Baskin-Robbins, New Zealand Nature, and others. This causes the competition in this industry to be increasingly tight. The strictness of this competition caused the importance of brand equity management for the company to increase the competitive advantage. The brand with strong brand equity will be easy in seizing the market opportunity.

This research aims to analyze the brand equity of Ice-Cream Campina through measurement of constructor

elements of brand equity: brand awareness, brand association, perceived quality and brand loyalty. In analyzing brand equity there are some methods, and one of them is based on perception of consumer (Customer Based Brand Equity). In this way, the result will not in a financial manner, but results of the research could give the information about brand equity of Campina Ice-cream in the eyes of the consumer. This research involved 127 respondents; each is given questionnaires relating to former elements brand equity.

The result of brand awareness measurement, Ice-Cream Walls occupied position of Top Of Mind, while Ice-Cream Campina can only occupy the second place. Although Ice-Cream Walls classified as the new player in Indonesia ice-cream market, but because of being supported by intensive promotion either through print medium and also electronic, hence Walls successfully occupies position of Top Of Mind. Ice-Cream Campina itself, although came on the market Indonesia Ice-Cream since 1970s, but because the shortage of promotion can only occupy second place.

For brand association, out of seven initial associations based on the introductory research, after through analysis, evidently there's only 5 proven associations with Brand Ice-Cream Campina. These associations are ice-cream with a covered price, easy to gain, ice-cream with the choice of many flavor, ice-cream with the choice of unique flavor (local flavor) and a halal ice-cream product. Perceived quality analysis shows average yield importance 4,19 and performance 4,07. This indicates that Campina Ice-Cream performance is felt unable to fulfill consumer hope. Attributes that must be maintained by his achievement because of being it was considered good by the consumer were the attribute of the price of the product and the ease of obtain. Company is obliged to maintain and if possible increases this attributes performance. Brand loyalty analysis shows the biggest percentage to satisfied buyer ( 64,57%). This means most of Campina Ice-Cream consumer has satisfied with Ice-Cream taste. And on the other hand, smallest percentage is on level of brand switcher, that is equal to 8,66%. This means that main factor becoming reason of consuming Ice-Cream Campina is not because price factor, but more because other factor.

Result of this analysis expected will become an input for management of Ice-Cream Campina to carry out improvements in the future.