

Analysis of customer evaluation towards yogu buzz by sour sally

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Abstrak

Sour Sally opening has marked the trend of frozen yogurt started in May 2008. In November 2009, Yogu Buzz by Sour Sally introduced. It is an initiation to reach a new segment, the middle to lower segment by its price scheme that lower than Sour Sally. The objective of the research is to find consumers evaluation of both Sour Sally and Yogu Buzz and how Yogu Buzz affect Sour Sally as its parent brand. The analysis employed compare means, one-way ANOVA, and Paired samples t-test. Main issues Yogu Buzz has are the lack of outlet and low awareness. It is suggested that Yogu Buzz need to expand its outlets and branching out towards outer Jakarta areas can increase Yogu Buzz's visibility. Another concern is Yogu Buzz needs to set effective marketing communication. Related to its effect on Sour Sally, Yogu Buzz viewed as different brand that did not hurt the image of Sour Sally.

<hr>Hadirnya Sour Sally di Jakarta pada Mei 2008 menjadi awal trend frozen yogurt. Pada November 2009, Sour Sally meluncurkan Yogu Buzz untuk merambah segmen baru yaitu segmen menengah ke bawah, dengan skema harga yang lebih murah dibanding Sour Sally. Tujuan penelitian ini untuk mengetahui evaluasi konsumen terhadap Sour Sally dan Yogu Buzz serta bagaimana Yogu Buzz mempengaruhi Sour Sally sebagai parent brand. Analisis data menggunakan compare means, one-way ANOVA, dan paired samples t-test. Isu utama yang dihadapi Yogu Buzz adalah masih kurangnya gerai dan rendahnya awareness terhadapnya. Maka dianjurkan bahwa Yogu Buzz harus melakukan ekspansi gerai dan memulai di area luar Jakarta yang dapat meningkatkan visibility Yogu Buzz sendiri. Hal lain yang perlu diperhatikan adalah Yogu Buzz perlu mendesain program komunikasi marketing yang lebih efektif. Terkait dengan dampaknya terhadap Sour Sally, Yogu Buzz dinilai sebagai merek yang berbeda dan tidak mengganggu image Sour Sally.