An Analysis of Brand Equity on Prepaid Vouchers for MMT Students

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ABSTRACT

Nowadays, there are various prepaid voucher products for celluar phone. Companies today are faced with more intense challenges which causes further consumer segmentation depend on their businesses. Therefore, companies should have good understanding about their products, including their strength and weak points against the challenges. The objectives of this study are to formulate the characteristics of MMT students who use prepaid voucher products, to analyze factors that influence them to choose the prepaid vouchers, and to find out what indicators that influence Brand Equity. This study starts with sample determination. Sample amount is determined based on how many MMT students use prepaid voucher X, Y, and Z.

Based on analysis of Value Quality, it is found that factors which influence MMT students in choosing prepaid voucher are Brand Awareness and Perceived Quality. Meanwhile, Brand Equity of X prepaid voucher is influenced by company positioning in the brain of consumers and the quality of specialities it gives to users. Brand Equity of Y is influenced by information access and tangibility, and Brand Equity of Z is influenced by advertisement frequency and tangibility.

Key words: Segmentation, Brand Equity