ABSTRACT

Industry of Beverage represent one of type of industry which have very big potency to be developed. Condition in this time in Indonesia indicate that consumption of light beverage still lower to gyrate 13 portion per year when it compared with our neighbouring state. Realize the opening of opportunity of big market, PT. Coca-Cola of Amatil of Indonesia develop product of non carbonation beverage called Frestea. Frestea try to challange Teh Sosro compete in market of non carbonation beverage with new innovation the taste of tea, freshness and aroma. This research conducted to know characteristic of consumer buy, market share of Frestea compared to their competitor and to measure brand equity. To know characteristic of consumer used crosstab. Loyalty of consumer represent behavior of most dominant consumer because influenced by age factor, education, and work. Prediction of market share with markov chain method is useful for knowing market share of Frestea at next period compared with their competitor. Market share of Frestea experience of highly improvement that is equal to 20,64% where in the early period as market follower turn into market challenger at period of steady state, Teh Sosro remain to be market leader but with compartment of market non-stoped experience of degradation. Fruit Tea which in the early peride as market follower nowadays only become market nicher. While Tekita and S-Tee remain to be market nicher. Brand equity measurement was conducted toward 4 dimension that is brand awareness, brand association, perceived quality, and brand loyalty. At top of mind Frestea be at position priding upon for level of product which still newly in marketing that is on second place under Teh Sosro.

Keyword: Markov Chain, Market Share, Brand Equity