ABSTRACT

JANTER SILAEN, "The Influence Of Brand Equity And Positioning To Competitive Products Of Skaters Cihampelas", under the guidance of Dr. Ir. H. Iman Santoso, SE., MM., MBA.

The research was conducted on consumer products Cihampelas Skaters Bandung. Phenomenon that occurs is that the growing distribution business in London, one of which is the product Skaters. Many of the strategies undertaken to achieve the desired targets, such as building brand strength, increase brand loyalty will. However Skaters sales decline was associated with an impression of product quality, brand loyalty, product uniqueness, up to the consumer of the product is easy to looking away other distro. The purpose of this study was to determine how much influence the brand equity and positioning for competitive advantage in product Skaters Cihampelas.

The method used in this study is qualitative and quantitative methods. The unit of analysis in this study is the consumer who numbered 992 in March 2012 with a sample of 100 respondents. Statistical test used is the calculation of correlation Person, path analysis, correlation, coefficient of determination, hypothesis testing, and also use the aid program SPSS 18.0 for windows applications.

Influence of positioning the brand equity and a significant positive impact that is 48.2%, as well as the influence of brand equity in competitive advantage and a significant positive impact is 19.1%, and the influence of positioning of competitive advantage and a significant positive impact is 42.4%. Then the impact is partially positive and significant impact that is 61.5%. This means that brand equity and positioning can make a competitive advantage in Cihampelas Skaters.

Keywords: brand equity, positioning, competitive advantage.