

ANALISIS KESADARAN MEREK (*BRAND AWARENESS*) PRODUK BAKPIA KUKUS PIKKACU PADA BAKPIA DAN BATIK WONG JOGJA

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Abstrak

Penelitian ini dilakukan untuk menganalisis dan mengetahui tingkat kesadaran merek (*brand awareness*) produk bakpia kukus Pikkacu pada Bakpia dan Batik Wong Jogja berada pada level *top of mind*, *brand recall*, *brand recognition*, atau *unware of brand* dalam benak konsumen. Penelitian ini dilakukan di *store* Bakpia dan Batik Wong Jogja. Dalam penelitian ini menggunakan metode kuantitatif dan uji *arithmetic mean*. Teknik pengumpulan data menggunakan kuesioner dan sampel penelitian ini berjumlah 100 orang responden. Dari hasil uji *arithmetic mean* menunjukkan bahwa nilai rata-rata indikator *top of mind* sebesar 2,71, indikator *brand recall* sebesar 3,40, indikator *brand recognition* sebesar 3,66, indikator *unware of brand* sebesar 2,32. Dari penelitian ini membuktikan bahwa tingkat kesadaran merek bakpia kukus Pikkacu pada level *brand recognition* dalam benak konsumen. Artinya, konsumen sudah baik dalam mengenal dan mengingat bakpia kukus Pikkacu, tetapi belum menjadi *top of mind* dan pilihan utama ketika ingin membeli produk bakpia kukus.

Kata Kunci: *Kesadaran Merek*



26/12 '22

A handwritten signature in black ink, appearing to be "Rofiq Ferdian". Above the signature, the date "26/12 '22" is written in a smaller, more formal font.

BRAND AWARENESS ANALYSIS OF PIKKACU STEAMED BAKPIA PRODUCTS IN WONG JOGJA BAKPIA AND BATIK

Rolif Refo Ferdian

Abstract

This research was conducted to analyze and determine the level of brand awareness of Pikkacu steamed bakpia products in Wong Jogja Bakpia and Batik which are at the top of mind level, brand recall, brand recognition, or unaware of brand in the minds of consumers. This research was conducted at Wong Jogja Bakpia and Batik stores. In this study using quantitative methods and arithmetic mean test. The data collection technique uses a questionnaire and the sample of this research is 100 respondents. The results of the arithmetic mean test show that the average value of the top of mind indicator is 2.71, the brand recall indicator is 3.40, the brand recognition indicator is 3.66, the unaware of brand indicator is 2.32. This research proves that the level of brand awareness of Pikkacu steamed bakpia is at the level of brand recognition in the minds of consumers. This means that consumers are good at knowing and remembering Pikkacu steamed bakpia, but it has not become top of mind and the main choice when they want to buy steamed bakpia products.

Keywords: Brand Awareness