

## **ANALISIS BRAND EQUITY “STREET BOBA” DI YOGYAKARTA**

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### **INTISARI**

Beragamnya merek dagang minuman boba dapat memberikan pilihan yang variatif bagi konsumen dalam membeli minuman boba. Saat ini persaingan pada pemasaran tidak hanya terbatas pada atribut fungsional produk saja seperti kegunaan produk tetapi sudah dikaitkan dengan *brand* yang mampu memberikan citra khusus pada penggunaannya. Street Boba adalah minuman dengan variasi rasa ala Jepang yang merupakan *brand* minuman lokal yang memfokuskan diri untuk menyajikan berbagai varian minuman dengan boba *brown sugar* sebagai bahan utamanya.

Pengukuran ekuitas merek dilakukan dengan penyebaran kuesioner yang melibatkan 100 konsumen yang pernah membeli dan mengonsumsi produk Street Boba. Pengambilan sampel dilakukan dengan teknik *purposive sampling*. Tingkat kepuasan konsumen terhadap ekuitas merek Street Boba diukur dengan mencari *Customer Satisfaction Index* (CSI), dan atribut ekuitas merek yang membutuhkan perbaikan dicari dengan *Importance Performance Analysis* (IPA).

Hasil penelitian ini menunjukkan bahwa nilai kepuasan konsumen berdasarkan nilai CSI yang diperoleh sebesar 74,42% dan termasuk dalam kriteria Puas, karena memiliki nilai lebih dari 60% namun kurang dari sama dengan 79,99%. Sedangkan dari hasil pemetaan *Importance Performance Analysis* (IPA), diketahui bahwa atribut “Saya menjadikan kedai Street Boba tersebut sebagai prioritas pertama saat akan membeli minuman boba”, “Street Boba memperhatikan pelanggan dengan baik”, dan “Harga produk Street Boba terjangkau” memiliki nilai kinerja yang rendah tetapi memiliki nilai kepentingan yang tinggi sehingga merupakan prioritas utama yang harus diperbaiki oleh Street Boba. Saran dan rekomendasi perbaikan untuk ketiga atribut adalah Sebaiknya pihak street boba melakukan *brand activation* melalui tindakan-tindakan marketing secara konvensional atau digital, Perusahaan melakukan penyesuaian SOP yang diorientasikan dengan kenyamanan pelanggan, Peninjauan ulang terhadap harga pokok produksi atau HPP serta penetapan margin pada produk Street boba.

Kata kunci: ekuitas merek, street boba, *customer satisfaction index* (CSI), *importance performance analysis* (IPA).

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### **ABSTRACT**

The variety of boba drink trademarks can provide a varied choice for consumers in buying boba drinks. Currently, competition in marketing is not only limited to functional attributes of the product, for example, such as product usability but has been associated with *brands* that can provide a special image to their users. Street Boba is a drink with a variety of Japanese-style flavours that is a local beverage *brand* that focuses on serving various variants of drinks with boba brown sugar as the main ingredient.

The measurement of *brand* equity was carried out by distributing a questionnaire filled out by 100 respondents, the respondents were consumers who had bought and consumed Street Boba products. Sampling is carried out by purposive sampling technique. The level of consumer satisfaction with Street Boba's *brand* equity is measured by searching the Customer Satisfaction Index (CSI), and *brand* equity attributes in need of improvement are sought by Importance Performance Analysis (IPA).

According to research conducted consumer satisfaction value is based on the CSI value obtained, which is 74.42% and is included in the Satisfied criteria because it has a value of more than 60% but less than equal to 79.99%. Meanwhile, from the results of the Importance Performance Analysis (IPA) mapping, it is known that the attributes "I make the Street Boba shop the priority when buying boba drinks", "Street Boba takes good care of customers", and "Street Boba product prices are affordable" have low-performance values but have a high importance value so that they are the top priority that Street Boba must improve. Suggestions and recommendations for improvement for the three attributes are We recommend that street boba parties carry out *brand* activation through conventional or digital marketing actions, the Company makes SOP adjustments that are oriented to customer convenience, Review of the cost of goods produced or COGS and margin determination on Street boba products.

**Keywords:** *brand* equity, street boba, customer satisfaction index (CSI), importance performance analysis (IPA).

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