

ABSTRACT

Lately, a lot number of bubble drink brand began to emerge in Indonesia over the last 5 years. It's suggests that the increasing number of public demand and bubble drink's business competition become more competitive. This study aims to determine the positioning five bubble drink brands namely Calais, Chatime, i-Cup, Presotea and Sharetea based on consumer perception. Consumer perception measured by the 12 stimulus that are price, store atmosphere, taste of topping, taste of drinks, brand popularity, different flavor, location, service, design, freshness, habitual facts and lifestyle status. Samples were obtained from questionnaires were collected from 400 respondents by nonprobability sampling method and purposive sampling technique. Data were analyzed by using Multidimensional Scaling, which describes the attributes of the brand perception by consumers, potential market and competitive conditions brand. Brand positioning implies that consumers remember certain information that is submitted by a brand. This study provides useful resources for practitioners in the industry of bubble drink for consideration to the competitive position and coordination of marketing strategies. Results showed that application of multidimensional scaling analysis based on the attributes of the brand bubble drink produces a two-dimensional underlying consumer behavior in evaluating the dimensions "Product Concern" and dimensions of "Lifestyle & in-Store Influences". Based on the perceptions are formed , Calais and Chatime have the most similar characteristics because it is located close to each other. While the i- Cup , Presotea and Sharetea are different type of bubble drink according to customer perception as it is located away from other brands .

Keywords: Perceptual Map, Brand Positioning , Perception, Consumer behavior, Market position, Bubble drink