

ABSTRACT

The Influence Of Brand Extension Towards The Brand Image (Studies In Bandung's Riau Branch Coffee KFC)

KFC is a strong brand and it is very well known by consumers. In maintaining the company's brand image, KFC using Brand Extension strategy by launch KFC Coffee in 2011. brand extension is one of the most efficient and effective strategy, that can used the company especially for the company who has a strong Brand Image. So, that the new product will be quickly known and accepted by the customer. This strategy allows the company to enter new product categories easily.

The purpose of this research is to know the perceptions of consumers about brand extension and KFC brand image. As well as knowing the influence of brand extension towards the brand image simultaneously and partialy. This research is using a kuantitative approach with descriptive and associative causal. A method of data analysis in this study using a simple linear regression.

The population in this research is a society of Bandung who has ever visited a KFC Coffee Branch Riau, with samples taken are 400 respondents.

Based on this research, obtained the results of descriptive analysis for brand extension of 79.47% and included into the category of **good**. And the descriptive for the Brand Image included of 80.09% and included into the category of **good** too. Koefisien Determinasion is 41% while the remaining 59% is explained by other variables that are not included in the model presented proposed in this study.

Keywords: Brand Extension, brand image, and KFC Coffee