

ABSTRACT

This research is motivated in the second quarter of 2018, the growth of the food and beverage industry reached 8.67 percent, which means that the number has exceeded national economic growth of 5.27 percent. In today's era, snacks are one of the practical foods for consumers as an example donuts. Where donut now has a texture that is denser and has no taste or a variety of toppings, only limited to sugar, chocolate and cheese only like Dunkin 'Donuts and J.CO Donuts. Marketing mix strategies, namely: products, prices, promotions and places play a very important role, especially in the increasingly sharp situation of competition and the development of demand for goods. J.CO Donuts and Dunkin Donuts have their own marketing mix strategies. According to the Top Brand Index for 3 years, it shows that up to now Dunkin Donuts has been leading the Indonesian Top Brand Award in the minds of customers for donut products. In 2015, the percentage of the Top Brand Index for J.CO Donuts increased and beat Dunkin Donuts with a large percentage difference.

This study aims to determine the marketing mix and brand image of Dunkin Donuts and J.CO donuts along with the differences and advantages of each variable.

The method used in this study is a quantitative method with a type of descriptive and comparative research. The types of data needed for research are primary data and secondary data. Sampling is done by non probability sampling method type of purposive sampling, with the number of respondents as many as 100 respondents. Data analysis techniques used descriptive analysis and Mann Whitney difference test to determine the marketing mix and brand image of Dunkin Donuts and J.CO donuts along with the differences and advantages of each variable.

The results showed that the Pmeasaran Mix and Brand Image variables had good results. The Mann Whitney difference test in the marketing mix of Dunkin 'Donuts and J.CO Donuts obtained a significance value of p-value of 0.036. Mann Whitney difference test on the brand image of Dunkin 'Donuts and J.CO Donuts obtained a significance value of p-value of 0.038.

Keywords: marketing mix, brand image, Dunkin ' Donuts, J..CO Donuts