

ABSTRACT

Competition in the retail business at this time in Indonesia is very tight, as evidenced by the widespread mushrooming of retailers throughout Indonesia, both locally, nationally and internationally. The type of modern retail that is developing in Indonesia is minimarket. In the Minimarket group, there are only 2 big players namely Indomaret and Alfamart. The purpose of this study is to study brand awareness, brand associations, perceived brand quality, brand loyalty to Indomaret and Alfamart in Jember Regency. The sample used is a purposive sampling technique and data collection is done by quantitative methods. The analysis results obtained are the brand awareness of Indomaret minimarkets and Alfamart minimarkets that received no significant propagation. Indomaret minimarket brand association and Alfamart minimarket brand have a significant difference. Analysis of brand influence perceives Indomaret minimarket and Alfamart minimarket Indomaret minimarket brand and Alfamart minimarket.

Keywords : Indomaret , Alfamart, Brand awareness, Brand association, Brand perceived equity, Brand loyalty

