

ABSTRAK

Penelitian dengan judul Perbandingan Persepsi Konsumen Terhadap *Parent Brand* dan *Brand Extension* Antara Pepsodent *White* Pencegah Gigi Berlubang dan Pepsodent Herbal (Studi kasus Pada Segmentasi Konsumen yang Berbelanja di Giant Ekspres Jember) menggunakan data primer yang diperoleh melalui penyebaran kuesioner kepada Konsumen yang berbelanja di Giant Ekspres Jember. Populasi dalam penelitian ini ialah persepsi konsumen yang menggunakan produk induk seperti Pepsodent *White* Pencegah Gigi Berlubang dan Perluasan merek Pepsodent Herbal yang berbelanja di Giant Ekspres Jember dan peneliti mengambil sampel sebanyak 90 Konsumen. Metode pengambilan sampel yang digunakan berdasarkan teknik Purposive Sampling dimana sampel dipilih berdasarkan kriteria dan metode yang digunakan adalah Kuantitatif. Hasil Kuantitatif menggunakan analisis Uji Independent Sample T-test menyatakan bahwa terdapat perbandingan signifikan secara parsial antara variabel merek Induk (*Parent Brand*), perluasan merek (*Brand Extension*) terhadap persepsi konsumen.

Kata Kunci: merek induk (*Parent Brand*), perluasan merek (*Brand Extension*), persepsi konsumen.

ABSTRACT

The study, entitled Comparison of Consumer Perceptions of Brand Parents and Brand Extension between Pepsodent white preventing cavities and Pepsodent herbs (Case Study on Consumer Segmentation Shopping at Giant Ekspres Jember) uses primary data obtained through distributing questionnaires to Consumers who Shop at Giant Ekspres Jember. The population in this study is the perception of consumers who use parent products such as Pepsodent White Preventing Tooth Cavities and Expansion of the Pepsodent Herbal brand who shop at Giant Ekspres Jember and researchers take a sample of 90 Consumers. The sampling method used is based on the Purposive Sampling technique where the sample is chosen based on the criteria and the method used is quantitative. Quantitative Results using the analysis of the Independent Sample Test t-test states that there is a partially significant comparison between the Parent Brand variables, brand extension of consumer perception.

Keywords: Parent Brand, brand extension, consumer perception.

