

# Analysis of customer evaluation towards yogu buzz by sour sally

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## Abstrak

Sour Sally opening has marked the trend of frozen yogurt started in May 2008. In November 2009, Yogi Buzz by Sour Sally introduced. It is an initiation to reach a new segment, the middle to lower segment by its price scheme that lower than Sour Sally. The objective of the research is to find consumers evaluation of both Sour Sally and Yogi Buzz and how Yogi Buzz affect Sour Sally as its parent brand. The analysis employed compare means, one-way ANOVA, and Paired samples t-test. Main issues Yogi Buzz has are the lack of outlet and low awareness. It is suggested that Yogi Buzz need to expand its outlets and branching out towards outer Jakarta areas can increase Yogi Buzz's visibility. Another concern is Yogi Buzz needs to set effective marketing communication. Related to its effect on Sour Sally, Yogi Buzz viewed as different brand that did not hurt the image of Sour Sally.

<hr>Hadirlnya Sour Sally di Jakarta pada Mei 2008 menjadi awal trend frozen yogurt. Pada November 2009, Sour Sally meluncurkan Yogi Buzz untuk merambah segmen baru yaitu segmen menengah ke bawah, dengan skema harga yang lebih murah dibanding Sour Sally. Tujuan penelitian ini untuk mengetahui evaluasi konsumen terhadap Sour Sally dan Yogi Buzz serta bagaimana Yogi Buzz mempengaruhi Sour Sally sebagai parent brand. Analisis data menggunakan compare means, one-way ANOVA, dan paired samples t-test. Isu utama yang dihadapi Yogi Buzz adalah masih kurangnya gerai dan rendahnya awareness terhadapnya. Maka dianjurkan bahwa Yogi Buzz harus melakukan ekspansi gerai dan memulai di area luar Jakarta yang dapat meningkatkan visibility Yogi Buzz sendiri. Hal lain yang perlu diperhatikan adalah Yogi Buzz perlu mendesain program komunikasi marketing yang lebih efektif. Terkait dengan dampaknya terhadap Sour Sally, Yogi Buzz dinilai sebagai merek yang berbeda dan tidak mengganggu image Sour Sally.