

ANALYSIS OF ASTRO BRAND BASED ON BRAND KNOWLEDGE STRUCTURE THEORY

By

Andrew Tobias Budiman

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A Bachelor's Thesis
Submitted to the Faculty of
BUSINESS ADMINISTRATION

in partial fulfillment of the
requirements for the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

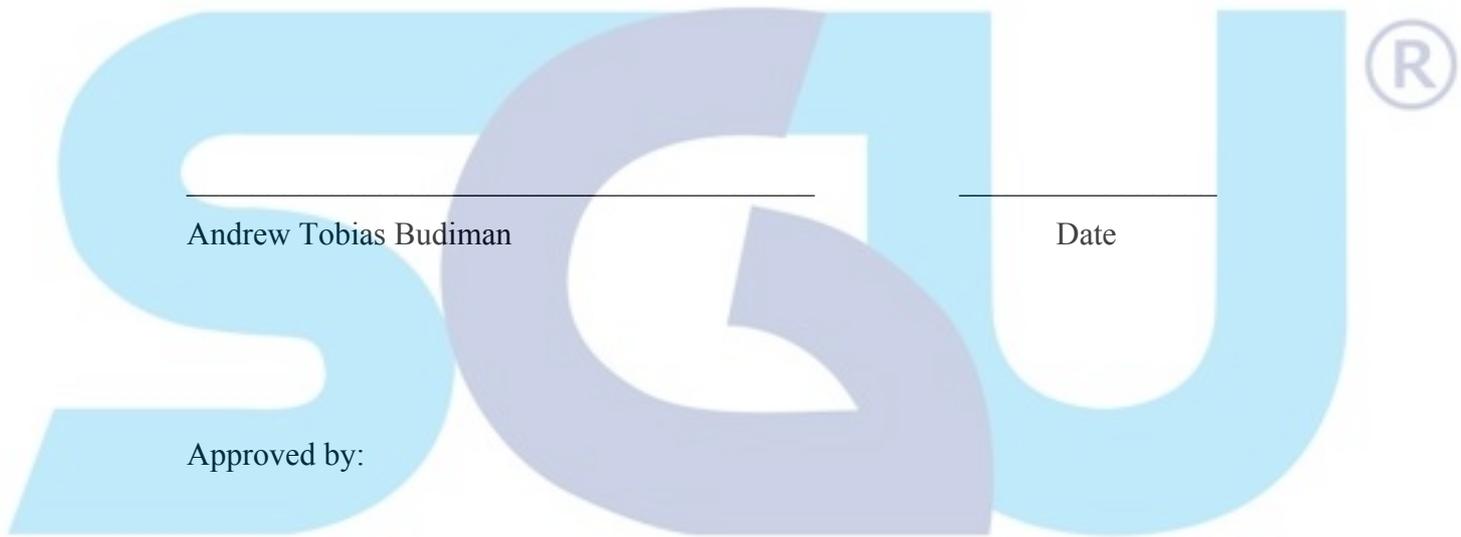
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July 2008

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, not material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT

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With the increased of ASTRO market share in the last three years, Indovision has suffered a decreased by 4%. Since then, their market share remains stable. By this reason, the researcher is interested to analyze how both brands currently perceived by their own subscribers. The questions that arise are: which subscribers have higher overall attitudes and how is the current ASTRO brand knowledge structure. To acquire the desired information, this study conducted using primary data and secondary data. The primary data is collected using questioners that were given to 50 ASTRO subscribers and 50 Indovision subscribers. The questions asked are determined to find information about ASTRO current brand knowledge structure. The result of this study is the current condition of ASTRO brand knowledge structure, and the comparison of both subscribers overall attitudes, that resulted in Indovision subscribers has higher overall attitude compared to ASTRO.

DEDICATION

I dedicate this thesis to my father, mother, sisters and all of my family who had helped me and supported me throughout my educational life.



ACKNOWLEDGMENTS

As I am approaching the end of my study in Swiss German University I would like to take the opportunity to acknowledge those people who contribute to my accomplishment in the development of my thesis and my study in SGU. Without their assistance and support, this thesis and my bachelor degree would not be achievable.

First of all I would like to thank God for His kindness and blessing in my life. Secondly, I would like to thank my advisor Mr. Rudy Tobing, MBA, whose help, stimulating suggestions and encouragement in all the time of the research and in the process of writing this thesis. I also want to thank other SGU lecturer, and all of my friends who always supported me through out the years.

Special thanks to Mr. Paras Sujiwo, SSI, for the time, guidance, support, and data provided. Without his help, this thesis would not be completed in time.

Moreover, the author would also like to thank Megani Wina Dewi for all the love, patience, and support, not only through the making of this thesis but also through out the author's educational life.

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