ABSTRACT

This research aims to analyze relevant factors contributing to the four dimensions of consumer-based brand equity in skin moisturizer industry followed by the clustering of skin moisturizer female consumers based on ethnocentrism and differentiating each cluster’s consumer-based brand equity dimensions towards a domestic skin moisturizer brand MustikaRatu skin moisturizer. Analysis method used in this research is descriptive survey. Primary data is obtained through questionnaire distribution with 70 female respondents for factor analysis and 120 female respondents for the cluster analysis and one way analysis of variance (ANOVA). This research employs factor analysis to obtain relevant factors contributing to the five dimensions of consumer-based brand equity in skin moisturizer industry and cluster analysis and one way analysis of variance (ANOVA) to see the difference of consumer-based brand equity between highly ethnocentric consumer and low ethnocentric consumer towards the same skin moisturizer domestic brand MustikaRatu skin moisturizer.

Keywords: Exploratory Factor Analysis, K-Means Cluster, One-way ANOVA, skin moisturizer, local, global