

## ANALISIS CITRA MEREK KOSMETIK *THE BODY SHOP* DI KOTA PADANG

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### Abstrak

Penelitian ini bertujuan melakukan analisis citra merek produk The Body Shop. Pada penelitian digunakan sebanyak 137 orang konsumen yang menggunakan produk The Body Shop yang dipilih dengan menggunakan metode purposive sampling. Metode analisis yang digunakan adalah analisis deskriptif yaitu dengan mencari nilai rata rata dan persentase Tingkat Capaian Responden (TCR). Berdasarkan pengolahan data yang telah dilakukan ditemukan bahwa citra produk *The Body Shop* dalam diri konsumen di Kota Padang relatif tinggi. Citra tersebut dapat diamati dari tiga dimensi yaitu meliputi *strength of brand association*, *favorability of brand association* dan *uniqueness of brand association*. Walaupun terdapat sejumlah kelemahan yang dimiliki produk The Body Shop terutama berkaitan dengan harga dan bahan kemasan yang dianggap konsumen kurang ramah lingkungan

Kata kunci : Citra Merek, *Strength of Brand Association*, *Favorability of Brand Association* dan *Uniqueness of Brand Association*

***ANALYSIS OF THE BODY SHOP COSMETIC BRAND IMAGE  
IN PADANG CITY***

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***Abstarct***

*This study aims to analyze the brand image of The Body Shop products. This research used 137 consumers who use The Body Shop products selected using purposive sampling method. The analytical method used is descriptive analysis by looking for the average value and the percentage of Respondents' Achievement Level (TCR). Based on the data processing that has been done, it is found that the image of The Body Shop products in the consumers in Padang City is relatively high. This image can be observed from three dimensions, namely: strength of brand association, favorability of brand association and uniqueness of brand association. Although there are a number of weaknesses that The Body Shop products have, especially in relation to prices and packaging materials that consumers consider less environmentally friendly*

*Keywords: Brand Image, Strength of Brand Association, Favorability of Brand Association and Uniqueness of Brand Association*