**ANALISIS PERBANDINGAN KESADARAN MEREK KONSUMEN PADA BEBERAPA MEREK PRODUK AIR MINERAL ATAU AIR MINUM DALAM KEMASAN (AMDK) DI KOTA PADANG**

**Suci Handika1, Surya Dharma 1, Zeshasina Rosha1**
1Jurusan Manajemen, Fakultas Ekonomi, Universitas Bung Hatta

E-mail : sucihandika506@yahoo.com sdharma3005@gmail.com zeshasina@yahoo.com

ABSTRACT

The research examines the Comparison of Consumer Brand Awareness in Some Products of Mineral Water or Bottled Water In Padang. The respondents of this research is the consumers who buy or consume mineral water in Padang with these criteria, 17 years old or more, buy or consumine mineral water products, and domiciled in Padang. The sample size of this research is 138 respondents. The sampling technique of this research is purposive sampling method. The data were collected through questionnaires that was given directly to the respondents. Data analysis method that used to analyze the elements of brand awareness is by means of descriptive analysis.

The research results shows that brand awareness of mineral water, Aqua has the highest top of mind, while the lowest is Aicos and Ayia. On the brand recall category, mineral water SMS has the highest score, which is the most remembered brand after the major brand, while the lowest is 2Tang. On the brand recognition and unaware brand category, Aqua and SMS are better known which no one forget how to write it’s brand name.

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