Abstract

Objective. The purpose of research study is to compare US cosmetic brand and Domestic cosmetic brand based on Brand Specific Associations, General Brand Impressions, and Brand Loyalty among Pelita Harapan, SGU, and Binus international’s female student.

Method. The method analysis use Non-parametric test through Wilcoxon-Signed Rank test. The method is chosen in order to compare the Brand Specific Associations, General Brand Impressions, and Brand Commitment among Pelita Harapan, SGU, and Binus International’s female students.

Result. Through 199 usable data, the results shows that US cosmetic brand still ahead comparing Domestic cosmetic brand in Emotional Value, Perceived Quality, Brand Awareness, and Brand Loyalty.

Conclusion. Domestic cosmetic brand has explored more in their branding strategy in order to compete win with the global brand. The research analysis shows that even though the perception of University’s female student about Global Brand is excellent, their buying power still on domestic product stage. That is why; this situation can give benefit to domestic cosmetic brand.

Keywords. Cosmetic, Brand, Emotional Value, Perceived Quality, Brand Awareness, Brand Image, Brand Loyalty, Purchase Intention, University’s female students among SGU (Swiss German University, Pelita Harapan, and Binus International)