Abstract

Objectives - This research seeks to accomplish four objectives; investigate Customer-Based Brand Equity of Pizza Marzano’s customers, determine Pizza Marzano’s brand image and position in the market, investigate customer’s perception of Pizza Marzano Indonesia, Investigate the right promotion tools for Pizza Marzano Indonesia.

Method – The questionnaires were distributed through personal approaches convenience sampling. Focus Group Discussion also conducted in this research. This applied research is using combination of quantitative and qualitative method without hypothesis testing. SPSS 16.0 was used for the reliability and validity analysis, and lastly a multi group analysis was conducted using cross tabulations.

Results – Pizza Marzano proven to have high quality food and awareness as an Italian restaurant in the society, yet in terms of branding, it is considered not strong enough.

Conclusion – Pizza Marzano needs to do re-branding in order to strengthen the brand image. In addition, Pizza Marzano should improve its ambiance in order to successfully convey their vision, which is “a place where people can share a good conversation over delicious food”, to the customers.

Keyword – Customer-Based Brand Equity, Italian Restaurant, Pizza Marzano Indonesia, Brand Image and Positioning, Social Media Promotions.