

## ***ABSTRACT***

*The background of this study is competition of sanitary napkin industry that is more competitive recently. The total number of users of sanitary napkins women per year have an average growth rate 6.9% with a total consumption of 1.45 billion pieces per year. Hence a number of brand new napkins appeared to try to take part of the market share of sanitary Napkin. These conditions also had impact in declining of market share Laurier became 29% in 2008. Followed by decreasing brand value from 2006 until 2008.*

*The purpose of this study is held to determine the effect of Brand Strategy and Brand Equity on Consumer Responses, and to know the effect of Brand Strategy on Brand Equity which has been accepted by consumers.*

*This study was held on consumers of Laurier with 90 respondents that are resident of Ungaran. Three hypotheses are formulated and tested by using LISREL 8.8. The results showed that the Brand Strategy and Brand Equity have a significant relationship with the Consumer Responses. Similar with the Brand Strategy which has a significant relationship to brand equity.*

***Keywords:*** *Brand Strategy, Brand Equity, Consumer Responses*