

ABSTRACT

Based on the results of survey that was done by 15th SWA magazine, 2006, Hufagripp accepted Best brand with highest Brand Value. However, its indicator ingredient was lower than its competitor. Beside, there is also point of view that drug from local producer has less well quality. By seeing the case, this research is concerned to analyze how to increase buy proclivity of consumer to product of influenza drug for children, which is supported by increasing product quality and brand image that are done from two sides, there are above the line promotion and below the line promotion.

Research data is collected from 100 respondents who have 1 – 12 age of children, using questionnaire that contains of open and close question. Respondent's answer for close questions about variable that is researched in this research will be analyzed using index value and Double Regresi Examination while the answer for open question will be analyzed qualitative.

The results of index value analyze shows that brand image variable, above the line promotion, product quality, and buy proclivity include in high category, while variable of below the line promotion includes in medium category. The results of hypothesis that is done by Double Regretion Examination shows that above the line and below the line promotion have positive influence and significant for brand image, and also it is proven that product quality and brand image have significant influence for buy proclivity of consumer.

Depend on the result of research, buy proclivity can be increased by doing more detail socialization about Hufagripp, adding contain on leaflet about storage way, changing glass bottle to be plastic bottle, sharing product sample, more exposing HUFAs, showing display, adding the duration show time at the children program, making innovation on billboard, spreading the leaflet more evenly, and changing the POP periodically.

Key word : buy proclivity, product quality, and brand image