

ABSTRACT

Nowadays, streaming services have become one of the most popular forms of entertainment in the world, along with easy internet access. Competition in the streaming service market has intensified with the emergence of several Video on Demand (VOD) service platforms. However, amidst the intense competition between streaming platforms, it is important to understand the factors that influence users' preferences and perceptions of the brands of each of these platforms. One method to understand this is through brand equity analysis. Brand equity has four interrelated dimensions, namely brand awareness, brand association, brand quality, and brand loyalty. In streaming services, brand equity has a significant impact on creating a memorable experience for customers. This study uses a quantitative method that aims to compare the dimensions of brand equity on Netflix and Disney+ Hotstar streaming services. The data in this study were obtained through distributing questionnaires to 150 respondents who use Netflix and Disney+ Hotstar and live in Bandung City. The data analysis technique used in this research is the Kolmogorov-Smirnov Test and the Mann Whitney Difference Test using the SPSS application. The results of this study indicate that between Netflix and Disney+ Hotstar brand equity there are significant differences in the dimensions of brand awareness, brand association, brand quality, and brand loyalty.

Keywords: *Brand Equity, Brand Loyalty, Brand Awareness, Perceived Quality, Brand Association.*