

## ABSTRACT

In the current era of globalization technological development become increasingly rapid. One of the technological developments is the technological equipment (*gadgets*) that is smartphone. With the rapid growth of smartphone users with which most users among young consumers, competition among technology companies is increasingly difficult to achieve greater market share and build brand equity.

Two technology companies with the highest brand value is Apple and Samsung. This study will explain comparison of brand equity Apple and Samsung among young consumers, through four main dimensions forming brand equity that is brand awareness, perceived quality, brand association, and brand loyalty.

Data collected through questionnaires to 538 young consumers of Apple and Samsung in Indonesia. This research uses descriptive analysis to describe each brand equity Apple and Samsung and analysis technique used is the Mann Whitney test. The results showed that there were differences in the two brands, Apple surpassed Samsung in all major dimensions of brand equity formers.

The results showed that there were differences between the two brands. Characteristic of the Apple smartphone able to make young consumers remember and recognize the Apple smartphone better than Samsung. In addition, although the difference was not significant but the loyalty of Apple customers is higher than Samsung, and according to young consumers Apple smartphone has a better quality than Samsung smartphone.

Apple surpassed Samsung in all major dimensions of brand equity formers. A significant difference in the brand Apple and Samsung are the dimensions of brand awareness. As perceived quality, brand association, and brand loyalty Apple and Samsung have a difference that is not too significant. The results of this study depend largely on the honesty of respondents to provide answers to the questionnaire that covered the major dimensions of brand awareness, perceived quality, brand association, and brand loyalty, besides questions on demographic characteristics. Future research can be carried out to advance the analysis by investigate the relationship between the major dimensions of brand equity formers, not only measures the brand equity through the major dimensions.

Keywords: brand equity, brand, Mann Whitney