

ABSTRACT

The purpose of this study is to explain how the comparison of brand equity of Gojek and Grab online transportation in Bandung in 2018. In this study there are dimensions of brand equity, namely Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty. This study is a quantitative study, with survey methods, with the characteristics of comparative research. The online consumer transportation population of Gojek and Grab is not known for certain numbers so that the sample is determined by Bernoulli formula as many as 100 respondents. The sampling technique used in this study was taking non-probability sampling by means of purposive sampling. Data collection is done through a questionnaire with locations in the city of Bandung. The data analysis technique uses descriptive analysis and t test data using SPSS 23.

The results showed that the characteristics of respondents in this study were dominated by women, with an age range of 15-25 years. Then respondents who have a student / student status are in the first place. Respondents who have income of <Rp.5,000,000 are in first place.

Based on research results from mean Brand Awareness Gojek got a mean value of 30.5, for Brand Awareness Grab of 30.4. The Gojek Brand Association gets a value of 19.4 and a grab of 17.5. For Perceived Quality Gojek get a value of 37.13 and a grab of 38.84 and for the dimensions of gojek brand loyalty get a value of 33.43 while the grab gets the mean value of 38.84. Based on the results of the t test Brand equity gojek and grab get a value of 0.024 <value α of 0.05 It means that there is a difference from brand equity between gojek and grab in Bandung in 2018. Based on the results of the study it can be concluded that Gojek is superior to the Brand Awareness and Brand Association dimension, while Grab is superior to the Brand Loyalty and Perceived quality dimensions

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