

ABSTRACT

Smartphones are one of the fastest growing technology media. In recent years, Smartphones have made considerable progress in all aspects, especially hardware. With the incessant development of technology, consumers must start setting personal standards. This can be determined based on technology that suits your needs. Samsung and Apple are among the smartphones that have undergone many technological developments.

The two tech companies with the highest brand value are Apple and Samsung. This research will explain how Apple and Samsung brand personality compare to Indonesian society through five dimensions of brand personality namely sincerity, excitement, competence, sophistication, ruggedness. Data collection was conducted through questionnaires to 400 respondents who knew or used Samsung and or Apple smartphones in Indonesia. This study used descriptive analysis to answer how Samsung and Apple brand personality as well as comparative analysis to explain each brand personality of Samsung and Apple, and the analysis technique used was a different test of Mann Whitney. because smartphone users tend to choose a brand that suits their personality.

The results showed that there was a difference in the average value of brand personality in both brands. Apple outperformed Samsung on the entire average brand personality dimension. A significant difference in the Samsung and Apple brands lies in the competence dimension. For the dimensions of sincerity, excitement, sophistication, and ruggedness do not have significant differences. It can be interpreted that Apple has a brand personality that matches the characteristics of its users.

The results of this study provide answers to questionnaires about brand personality that include dimensions sincerity, excitement, competence, sophistication, ruggedness, in addition to demographic questions. To improve the analysis in the next research can be done deeper research on how the relationship between dimensions of brand personality shaper, not only measure brand personality through the five dimensions.

Keywords : Brand, Brand personality, Mann Whitney