

Abstract

Business competition between companies is unavoidable which is born simultaneously with the birth of uncertainty. In this context the company tries to convince customers that the products produced are the best and in accordance with their needs. Brand equity is the added value given to a product or service. Brand equity has dimensions, namely brand awareness, brand association, perceived quality, and brand loyalty. These dimensions become benchmarks to determine the brand equity value of a company. This study uses quantitative methods, which aim to compare the brand equity of Indihome and Firstmedia. The data collected in this study through questionnaires distributed online by taking a sample of 400 respondents. The data analysis technique used descriptive analysis and the Mann- Whitney U-Test test data using SPSS. The results showed that there were significant differences in the brand equity of Indihome and Firstmedia.

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