

## **Abstrak**

Pada perkembangan dunia bisnis saat ini yang sangat pesat banyak perusahaan ataupun pengusaha yang ingin produknya lebih dikenal atau lebih disukai konsumennya. Apalagi dalam perkembangan *smartphone* yang sangat pesat. Penggunaan *smartphone* di masyarakat sangatlah luas dimana hampir disetiap tempat penggunaan alat komunikasi seperti *smartphone* sudah menjadi salah satu kebutuhan karena *smartphone* dapat mendukung komunikasi antar masyarakat. Dikalangan masyarakat yang menjadi pilihan atau *Top Brand smartphone* yaitu produk *smartphone* Samsung dan *Smartphone Oppo*. Tujuan penelitian ini yaitu mengetahui perbedaan brand equity yang meliputi *brand awareness*, *brand association*, *brand perceived quality*, *brand loyalty* terhadap *Smartphone Samsung* dan *Smartphone Oppo*. Sampel yang digunakan adalah teknik *purposive sampling* dan pengumpulan data dilakukan dengan metode kuantitatif. Alat Analisis menggunakan Uji Beda T- test dengan 91 responden. Hasil analisis yang didapat adalah analisis perbandingan *brand awareness* *smartphone* Samsung dan *smartphone* Oppo diketahui memiliki perbedaan yang signifikan. Analisis perbandingan *brand association* *smartphone* Samsung dan *smartphone* Oppo diketahui memiliki perbedaan yang signifikan. Analisis perbandingan *brand perceived quality* *smartphone* Samsung dan *smartphone* Oppo diketahui memiliki perbedaan yang signifikan. Analisis perbandingan *brand loyalty* *smartphone* Samsung dan *smartphone* oppo diketahui memiliki perbedaan yang signifikan.

**Kata kunci :** *Smartphone Samsung*, *Smartphone Oppo*, *Brand awareness*, *Brand association*, *Brand perceived equity*, *Brand loyalty*

## **Abstract**

*On the rapid development of the business world, many companies or entrepreneurs want their products to be known and liked by the consumer. Especially in the rapid development of smartphone technology. The use of smartphone in the community is very wide, where almost every place exists and has become necessity, because smartphone can support the communication between people. Among the people, the top smartphone brands are Samsung Smartphone and Oppo Smartphone. The purpose of this research was to determine the differences in brand equity which includes brand awareness, brand association, perceived brand quality, and brand loyalty to Samsung Smartphone and Oppo Smartphone. The sample used was purposive sampling technique and data collection was carried out by quantitative methods. The analysis tool used the Uji Beda T-test with 91 respondents. From the analysis result obtained is comparative analysis of the brand awareness of Samsung Smartphone and Oppo Smartphone is known have a significant different. The brand association of Samsung Smartphone and Oppo Smartphone is known have a significant difference. Comparative analysis of the perceived quality of the Samsung Smartphone and Oppo Smartphone, the brand loyalty of Samsung Smartphone and Oppo Smartphone is known have a significant difference.*

**Keywords :** *Samsung Smartphone, Oppo Smartphone, Brand awareness, Brand association, Brand Perceived quality, Brand loyalty.*