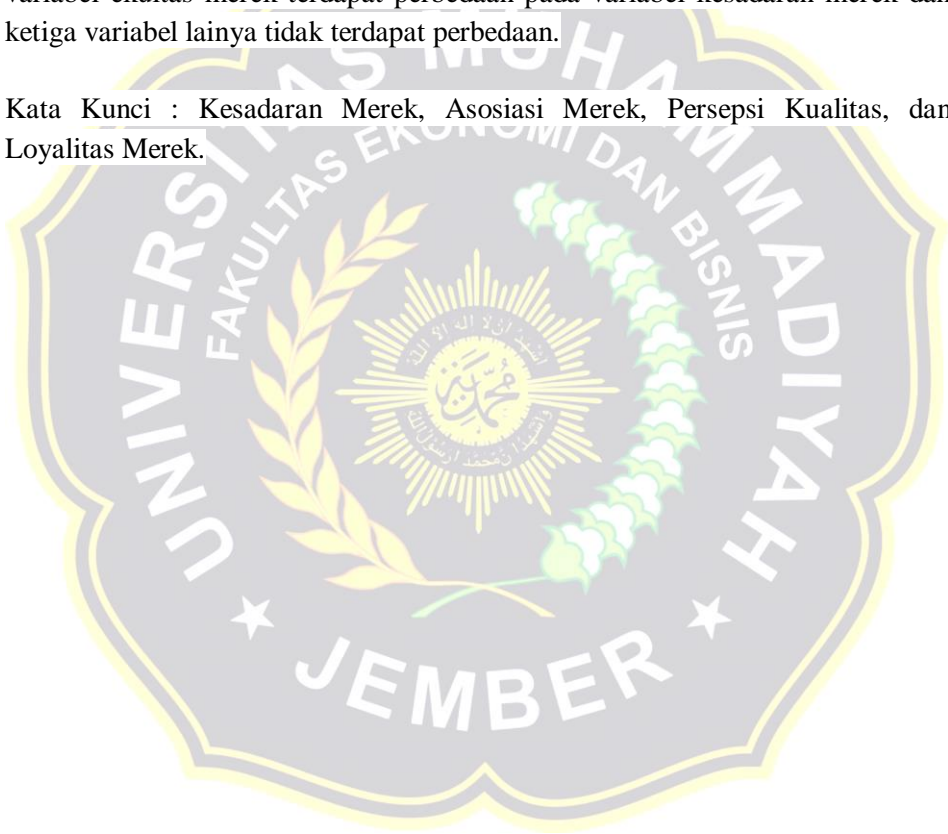


ABSTRAK

Tujuan yang hendak dicapai dalam penelitian ini untuk mengetahui perbedaan antara *ekuitas merek* Laptop Asus dengan Laptop HP pada konsumen Bitcom Jember. Metode yang digunakan untuk mengukur ekuitas merek menggunakan 4 dimensi yaitu, Kesadaran Merek, Asosiasi Merek, Persepsi Kualitas, dan Loyalitas Merek. Sampel yang digunakan dalam penelitian ini sebanyak 80 Responden. Pengumpulan data menggunakan penyebaran kuisioner. Metode analisis deskriptif kuantitatif, Uji beda T-test. Hasil dari penelitian dari empat variabel ekuitas merek terdapat perbedaan pada variabel kesadaran merek dan ketiga variabel lainnya tidak terdapat perbedaan.

Kata Kunci : Kesadaran Merek, Asosiasi Merek, Persepsi Kualitas, dan Loyalitas Merek.



ABSTRACT

The achieved purpose of this research was to know the difference between the brand equity of Asus laptop with HP laptop on cosumen of Bitcom Jember. the used method to survey the brand equity were using 4 dimensions there were, brand awareness, brand association, perceived quality, and brand loyalty. The sample of this research were 80 respondents. the collected data was spreading of questionnaire. The analysis method was quantitative description, different test of T-test. The result of the research from those four variables of brand equity there was only a difference on brand awareness but not those other three variables.

Key words: Brand Awareness, Brand Assosiation, Perceived Quality, and Brand Loyalty.

