

ABSTRAK

Penelitian ini dilakukan untuk mengetahui perbedaan *Brand Image* layanan Transportasi Online Gojek dan Grab Pada mahasiswa Fakultas Ekonomi Universitas Muhammadiyah Jember. Dalam penelitian ini untuk mengukur perbedaan *Brand Image* menggunakan 4 variabel yaitu *Brand identity* (identitas merk), *Brand personality* (personalitas merk), *Brand association* (asosiasi merk), *Brand benefit and competence* (manfaat dan keunggulan merk). Penelitian ini dilakukan dengan penyebaran kuisioner kepada responden yang dijadikan sebagai sampel dalam penelitian ini yaitu mahasiswa fakultas ekonomi program studi Manajemen universitas muhammadiyah jember. Metode pengambilan sampel dalam penelitian ini adalah *purposive sampling*. Sampel dalam penelitian ini menggunakan teknik Slovin sehingga didapatkan 74 responden. Metode analisis yang digunakan yaitu Uji *independent sample t-test*. Hasil dalam penelitian ini menunjukkan bahwa ada perbedaan *Brand Image* layanan Transportasi Online Gojek dan Grab.

Kata kunci : Uji *independent sample t-test*, *Brand identity*, *Brand personality* *Brand association* *Brand benefit and competence*.

ABSTRACT

This research was conducted to determine the differences in Brand Image of Gojek and Grab Online Transportation services for students of the Faculty of Economics, University of Muhammadiyah Jember. In this study to measure differences in Brand Image using 4 variables, namely Brand identity, Brand personality (brand personality). Brand association, brand benefits and competence. This research was conducted by distributing questionnaires to respondents who were used as samples in this study, namely students of the Faculty of Economics, Management Study Program, Muhammadiyah University, Jember. The sampling method in this study was purposive sampling. The sample in this study used the Slovin technique to obtain 74 respondents. The analytical method used is the independent sample t-test. The results in this study indicate that there are differences in Brand Image of Gojek and Grab Online Transportation services

Keywords: Independent sample t-test test, Brand identity, Brand personality Brand association Brand benefit and competence.

