

ABSTRAK

Penelitian ini bertujuan untuk menganalisis perbedaan Brand Equity Smartphone Samsung Dan Oppo Pada Mahasiswa Fakultas Ekonomi Manajemen Universitas Muhammadiyah Jember. Sampel sebanyak 93 mahasiswa dipilih dengan metode purposive sampling. Penelitian ini menggunakan teknik analisis statistik deskriptif, uji normalitas (uji Shapiro Wilk), uji homogenitas, dan pengujian hipotesis (*Independent Sample t Test*). Hasil uji normalitas menunjukkan signifikansi *brand association*, *perceived quality*, dan *brand loyalty* baik *smartphone* Samsung maupun *smartphone* terdistribusi secara normal. Uji homogenitas diperoleh hasil terdapat kesamaan varians pada kelompok data *smartphone* Samsung dan *smartphone* Oppo atau varians kedua data adalah homogeny. Sedangkan untuk uji *Independent Sample t Test* diperoleh hasil, terdapat perbedaan yang signifikan antara *smartphone* Samsung maupun *smartphone* Oppo dalam hal *brand association*, *perceived quality*, dan *brand loyalty*.

Kata kunci: perbedaan, *brand association*, *perceived quality*, dan *brand loyalty*



ABSTRACT

This study aims to analyze the differences in the brand equity of Samsung and Oppo smartphones in students of the Faculty of Economics Management, Muhammadiyah Jember University. A sample of 93 students was selected by purposive sampling method. This study uses descriptive statistical analysis techniques, normality test (Shapiro Wilk test), homogeneity test, and hypothesis testing (Independent Sample t Test). The results of the normality test show the significance of brand association, perceived quality, and brand loyalty both Samsung smartphones and smartphones are normally distributed. The homogeneity test shows that there are similarities in the variance of the Samsung smartphone and Oppo smartphone groups or the second variance of the data is homogeneous. As for the Independent Sample t Test, results were obtained, there were significant differences between Samsung smartphones and Oppo smartphones in terms of brand association, perceived quality, and brand loyalty.

Keywords: differences, brand association, perceived quality, and brand loyalty

