

ABSTRAK

Tujuan penelitian ini adalah untuk menganalisis perbedaan ekuitas merek yang meliputi Kesadaran Merek (*Brand Awareness*), Persepsi Kualitas (*Perceived Quality*), Asosiasi Merek (*Brand Association*) dan Loyalitas Merek (*Brand Loyalty*) antara produk merek Wardah dan Pixy. Penelitian ini menggunakan metode Uji Independent Comparasi Sample T-Test yaitu digunakan untuk membuktikan apakah terdapat perbedaan rata-rata antara 2 (dua) sampel yang saling independen. Metode yang digunakan adalah metode deskriptif kuantitatif. Data dikumpulkan melalui kuisioner dan wawancara kepada Mahasiswi Fakultas Ekonomi Manajemen yang berjumlah 100 orang. Hasil penelitian dari segi rata-rata nilai uji independent sampel t-test dapat dilihat dari masing-masing tahap respon yaitu nilai mean pada produk Wardah yang terbesar adalah 1.9000 pada Loyalitas Merek dan mean terkecil yaitu 1.7925 pada Kesadaran Merek. Produk Pixy nilai mean terbesar adalah 2.8900 pada Kesadaran merek dan mean terkecil yaitu 2.8475 pada Loyalitas Merek. Dapat disimpulkan dari kedua merek, produk merek Pixy lebih efektif dibandingkan dengan produk merek Wardah. Berdasarkan hasil analisis dan pembahasan diatas, maka dapat disimpulkan bahwa terdapat perbedaan ekuitas merek antara Wardah dan Pixy.

Kata kunci : Ekuitas Merek, Kesadaran Merek, Persepsi Kualitas, Asosiasi Merek, Loyalitas Merek.

ABSTRACT

The purpose of this study is to analyze the differences in brand equity which include Brand Awareness, Perceived Quality, Brand Association and Brand Loyalty between Wardah and Pixy brand products. This study uses the Independent T-Test Comparison Test method, which is used to prove whether there are differences in the average between 2 (two) independent samples. The method used is descriptive quantitative method. Data were collected through questionnaires and interviews with 100 people from the Faculty of Management Economics. The results of the study in terms of the average independent test scores of the t-test samples can be seen from each response stage, the mean value of Wardah products is 1.9000 on Loyalty. The brand and the smallest mean are 1.7925 in Brand Awareness. The Pixy product with the largest mean value is 2.8900 on brand awareness and the smallest mean is 2.8475 on Brand Loyalty. It can be concluded from the two brands, Pixy brand products are more effective compared to Wardah brand products. Based on the results of the analysis and discussion above, it can be concluded that there are differences in brand equity between Wardah and Pixy.

Key words : Brand Equity, Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty.