

ABSTRACT

The development of modern globalization today makes everything sophisticated and growing and experiencing rapid progress, one of which is the development of internet technology. Online transportation is one form of the development of internet technology which is also the latest service development in the world of m-commerce. Gojek and Grab are one of the online transportation services, both of which have good strategies in increasing their brand equity. However, based on the results of the Top brand index, the Gojek brand loyalty index has decreased every year compared to Grab, even though in the Indonesian Consumer Community survey, Gojek is a superior service than Grab.

This study aims to find out what are the differences in brand equity which include brand awareness, brand association, perceived quality, and brand loyalty between the Gojek brand and the Grab brand. This research uses quantitative methods and the types used in this research are descriptive and comparative research. The sampling technique used in this study is non-probability sampling with purposive sampling and the number of samples used in this study amounted to 400 people. The data analysis technique used in this study used descriptive analysis and the Mann Whitney test using SPSS 26.

The hypothesis of this study shows that between Gojek's brand equity and Grab's brand equity, there are significant differences in the brand awareness and brand association variables, while the perceived quality and brand loyalty variables have no significant differences.

Based on the results of this study, the researchers gave advice to Gojek and Grab to provide more promo vouchers and discounts to consumers, create more attractive and unique promotional advertisements and include slogans in each advertisement, improve the quality of services provided and maintain relationships with customers. the best. In addition, for future researchers, it is hoped that researchers will not only be able to compare the brand equity variables of the two objects, but also can conduct deeper and broader research by adding research variables that can be related to brand equity, such as purchasing decision variables and customer satisfaction.

Keywords: Brand equity, Brand awareness, Brand association, Perceived quality, Brand loyalty, Top brand index.