

## ABSTRACT

The development of internet technology today is very growing along with the many needs of consumers in meeting the needs of making companies take advantage of the momentum by creating a platform where consumers do buy and selling activities without having to meet directly with the existence of e-commerce makes it easier for customers to transact without having to be hindered by time and conditions and easily payment at this time makes online buying and selling applications very favoured by the people of Indonesia. This study took the object of comparison Brand Equity Tokopedia and Shopee in the city of Bandung because both applications are widely used by Indonesians in transacting purchases and online sales and both of e-commerce is a competitor that is competing in Indonesia.

This study aims to find out the equity comparison of Shopee and Tokopedia e-commerce brands, brand equity itself has four dimensions including Brand Asociation, Perceived Quality, Brand Loyalty and Brand Awareness. This study uses a quantitative method, data collection in this study using questionnaire Sampling Purposive Method by taking samples intercepted by 100 respondents. Data Analysis Techniques using descriptive analysis and Whitney Man Test data using IBM 26 SPSS Statistics.

Based on the results of the research that has been carried out, it can be concluded that there are differences in the brand equity of Tokopedia and Shopee based on the dimensions where the store is superior to the Brand Loyalty dimension, while the Shopee itself is higher in terms of the dimensions of Brand Awareness, Brand Association and Perceived Quality from the Tokopedia. Tokopedia can increase these three dimensions by doing promotions using their social media, providing education about their application and also using influencers to facilitate promotion about the Tokopedia application while for shopees themselves, they can give gifts to memberships who have long transacted in their application.

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