

ABSTRACT

Apparel is a term that is often used to describe everything related to clothing or fashion. The progress of the fashion industry today has experienced very rapid business development in various countries. With the increasingly fierce business competition between H&M and Uniqlo, companies must be able to interpret according to what consumers have read, heard, studied and felt. H&M and Uniqlo must be able to maintain their brand equity by studying the dimensions of brand equity so that consumers feel their own satisfaction with products from each brand, so that brand equity has an influence on buyer decisions and can affect sales.

This study aims to compare the brand equity of two top global brand companies, namely H&M and Uniqlo to the public in Indonesia through four dimensions of brand equity, namely brand awareness, perceived quality, brand association, and brand loyalty. Data collection will be carried out through questionnaires distributed to 400 respondents who use H&M and Uniqlo apparel in Indonesia. This study uses comparative analysis to explain H&M and Uniqlo's brand equity, as well as descriptive analysis to answer how H&M and Uniqlo's brand equity is and the analytical technique used is the Mann Whitney difference test. The results showed that there are differences in brand equity in the two brands. Uniqlo outperformed H&M on all dimensions of brand equity. The significant difference between H&M and Uniqlo brands is in the brand association dimension. It can be interpreted that Uniqlo has high design innovation and is produced by a company that has high credibility so that it really understands the needs of the community in matters of apparel.

Keywords: *Apparel, Brand Equity, Mann Whitney*