

Abstract

In this era of globalization, the brand has become something very important because other attributes of the competition, such as product attributes are relatively easy to imitate. Therefore, a company must continuously manage its intangible assets, such as brand equity. It can be seen that brand awareness, brand association, perceived quality and brand loyalty are elements of brand equity which are very valuable assets that can provide an advantage for the company. Without all these elements, brand equity will not be well formed. With the stronger brand equity of a product, the product will get a positive perception in the minds of consumers and the stronger its appeal to bring consumers to use the product. This study uses a quantitative method that aims to determine the differences in brand equity and its four dimensions between XL Axiata and Indosat Ooredoo. The data collected in this study through questionnaires to 400 respondents who are customers of XL Axiata and Indosat Ooredoo. The analytical technique used in this study is the Kolmogorov Smirnov test and the Mann-Whitney U-Test. The results of this study are that there are differences in the brand equity of XL Axiata and Indosat Ooredoo, and there are differences in the dimensions of brand awareness, brand association, perceived quality of XL Axiata and Indosat Ooredoo and there is no difference in the dimensions of brand loyalty XL Axiata and Indosat Ooredoo.

Keywords: *Brand Equity, Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty*