

ABSTRACT

Skincare is a product that is in great demand by the public. Since skin and facial care is very important to look better, many skincare companies are competing to market their products by offering various types of skincare with various brands. Skincare is a series of activities that support skin health, improve appearance, and relieve the condition of our facial skin. Skincare can also nourish the skin to avoid the negative effects of excessive sun exposure. Somethinc and Scarlett Whitening are brands that are in demand by the public due to one factor, namely the affordable price. Somethinc and Scarlett Whitening must be able to maintain brand equity.

This study aims to determine the brand equity comparison of two skincare products, Somethinc and Scarlett Whitening, through four dimensions of brand equity, namely brand awareness, brand loyalty, brand association, and perceived quality. Data collection will be done through questionnaires distributed to 163 respondents who use Somethinc and Scarlett Whitening. This study uses a quantitative descriptive method to determine the comparison of brand equity from the four dimensions described. The data analysis technique used in this study is the Kolmogorov Smirnov Normality Test and the Mann-Whitney U-Test. The results of this study are that there are differences in the dimensions of brand awareness, brand loyalty, brand association and perceived quality between Somethinc and Scarlett Whitening.

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