

ABSTRACT

Yamaha NMAX outperforms the premium automatic scooter market compared to Honda PCX. At the beginning of its appearance, the Honda PCX did not attract many consumers. In the first month of the sales, Honda PCX only managed to sell 9661 units and Yamaha NMAX managed to sell 34,044 units in February 2018.

Honda has always been the leader of the motorcycle market in Indonesia and Yamaha has always been in second place after Honda. With the intense competition between Honda and Yamaha, naming a brand is very important. A brand can be an added value for a product, whether it is a product in the form of goods or services. This study aimed to analyze the comparison of Brand Equity that consists of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty between Yamaha NMAX and Honda PCX. This research used a quantitative method with a comparative approach, with the number of respondents as many as 200 respondents. The data analysis method was using mean difference test and Mann-Whitney test. The tests were performed using SPSS 25 software.

Based on the mean difference test result, the Brand Awareness of Yamaha NMAX resulted in a mean value of 24,06, and a value of 23.23 for the Brand Awareness of Honda PCX. The Brand Association of Yamaha NMAX resulted in a value of 30,74 and a value of 29.40 for the Brand Association of Honda PCX. The Perceived Quality of Yamaha NMAX resulted in a value of 26,67 and a value of 25,08 for the Perceived Quality of Honda PCX. The Brand Loyalty of Yamaha NMAX resulted in a value of 12,92 and a value of 12,43 for the Brand Loyalty of Honda PCX. Based on the Mann-Whitney test result, the Brand Awareness of Yamaha NMAX and Honda PCX resulted in a sig value of 0.045. The Brand Association of Yamaha NMAX and Honda PCX resulted in a sig value of 0.000. The Perceived Quality of Yamaha NMAX and Honda PCX resulted in a sig value of 0.000. The Brand Loyalty of Yamaha NMAX and Honda PCX resulted in a sig value of 0.018. The research hypothesis is accepted if the sig value has a value less than 0.05. It means that there is a significant difference in the Brand Equity between Yamaha NMAX and Honda PCX in Bandung.

Keywords: *Brand Equity, Brand Awareness, Brand Associations, Perceived Quality, dan Brand Loyalty*