

**ANALISIS PERBANDINGAN EKUITAS MEREK
SEPEDA MOTOR HONDA PCX DAN YAMAHA NMAX
(STUDI KASUS DI KOTA PADANG)**

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Abstrak. Penelitian ini bertujuan untuk menganalisis perbedaan ekuitas merek sepeda motor Honda PCX dan Yamaha Nmax di Kota Padang. Populasi adalah seluruh konsumen yang menggunakan dan membeli sepeda motor Honda PCX dan Yamaha Nmax di Kota Padang, dengan jumlah sampel sebanyak 200 orang yang menggunakan dan membeli sepeda motor Honda PCX dan Yamaha Nmax di Kota Padang. Teknik penarikan sampel yang digunakan adalah purposive sampling. Analisis data menggunakan uji beda T-test dengan uji independent sample T-test untuk menguji hipotesis penelitian. Hasil penelitian menunjukkan bahwa terdapat perbedaan ekuitas merek sepeda motor Honda PCX dengan Yamaha Nmax di Kota Padang dilihat dari empat dimensi ekuitas merek secara keseluruhan. Sedangkan jika dilihat secara parsial, perbedaan terdapat pada dimensi persepsi kualitas.

Kata Kunci: ekuitas merek, kesadaran merek, asosiasi merek, persepsi kualitas, loyalitas merek

**THE COMPARISON ANALYSIS OF BRAND EQUITY
OF MOTORCYCLE HONDA PCX AND YAMAHA NMAX
(STUDY IN THE CITY OF PADANG)**

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Abstract. This study aims to analyze differences in brand equity of Honda PCX and Yamaha Nmax motorcycle in the city of Padang. The population is all consumers who use and buy Honda PCX and Yamaha Nmax motorcycles in Padang City, with a total sample of 200 people who use and buy Honda PCX and Yamaha Nmax motorcycles in Padang City. The sampling technique used was purposive sampling. Data analysis used different T-test with independent sample T-test to test the research hypothesis. The results showed that there were differences in brand equity of Honda PCX motorcycles with Yamaha Nmax in Padang, seen from the four dimensions of brand equity as a whole. Meanwhile, if seen partially, there are differences in the dimensions of perceived quality.

Keywords: brand equity, brand awareness, brand association, perceived quality, brand loyalty