

## Analysis of comparison iPad and Galaxy Tab brand equity: an exploratory study = Analisis perbandingan ekuitas merek iPad dan Galaxy Tab : studi eksploratori

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### Abstrak

Tesis ini membahas mengenai perbandingan ekuitas merek iPad dan Galaxy Tab berdasarkan sumber-sumber ekuitas merek, yaitu kesadaran merek dan asosiasi merek yang berhubungan dengan produk dan non-produk, serta tingkat loyalitas konsumen terhadap merek yang digunakan. Penelitian eksploratori ini menggunakan metode kualitatif dengan mengadopsi langkah-langkah wawancara ZMET (Zaltman Metaphor Elicitation Technique) dianalisa dengan menggunakan metode charting context dan menggunakan program ATLAS.ti.6.2. Hasil dari penelitian ini menyarakankan agar iPad dan Galaxy Tab meningkatkan kegiatan pemasaran masing-masing merek untuk membangun ekuitas merek masing-masing produk tersebut.

.....The focus of this thesis research is to analyze the comparison of brand equity iPad and Galaxy Tab based on the sources of brand equity, brand awareness and brand associations that consist of product related and non-product related, and level of their brand loyalty. The objectives of this research are to explore the sources of brand equity two different tablet PC brands, iPad and Galaxy Tab, and to compare the strengths of each brand's sources of brand equity. This exploratory study uses qualitative method that refers to the adoption of ZMET (Zaltman Metaphor Elicitation Technique) interview and analyzed by applying context charting as qualitative data analysis method and using qualitative analysis software (ATLAS.ti.6.2). The result of this study suggests each brand to increase their marketing activities in order to build their brand equity.