

ABSTRACT

This study aimed to analyze to find out if there is a difference in the perception of customer from instant messaging application WHATSAPP and LINE. From this analysis can be known whether there is a difference by age have different perceptions or have same perception of application instant messaging WHATSAPP and LINE, also aims to analyze most dominant variable against consumer perception and most distinguishes variable between WHATSAPP and LINE.

The population taken in this research are consumers who ever use instant messaging WHATSAPP and LINE. Samples used in this research some 400 respondents used by non-probability sampling technique with approach quota sampling (the sample based on predetermined amount). A method of analysis used is quantitative analysis that is using Mann-Whitney U.

The variable brand image is a factor that most distinguishes between instant messaging application WHATSAPP and LINE with Z-value -2,857 then followed by feature of -2,221, design of -2,118 and reference group of -1,084. Hypothesis testing is done using Z test showed that consumers perception of the difference from instant messaging application WHATSAPP and LINE occurred against the variable viewed from brand image , feature and design. But consumer perception of differences did not happen to the variable viewed from reference group variable. While the most dominant perception based on WHATSAPP respondent are Reference Group while LINE respondents are brand image. Customer age above 25 years old have more preferable perception on WHATSAPP compared to who is aged 17-25 years old. Customer aged 17-25 years old have more preferable perception on LINE compared to who is aged above 25 years old.

Keywords : Consumer perceptions, Brand Image, Feature, Design, Reference group