For these phrases, you make a direct comparison to the original number:

as much as
as long as
as big as
as tall as
as wide as

*If my desk is 100 cm wide and yours is 75% as wide as mine, yours is 75 cm wide.*

For these phrases, you add on to the original number.

more than
longer than
bigger than
taller than
wider than

*If my desk is 100 cm wide and yours is 75% wider than mine, yours is 175 cm wide.*