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.