

ABSTRACT

In 2020, rotation money of e-commerce is increasingly significant due to changes in behavior caused by the Covid-19 pandemic, that makes online shopping activity continuously increasing. Lazada as one of the major e-commerce company in Indonesia, spotting the opportunity from behaviour changes in online shopping by strengthen brand quity. Lazada's strategy is to make brand experience becomes one way to form strong brand. In the implementation, Lazada has quite active to offer brand experience through sensory, affective, intellectual, and behavioral experience.

This research is designed to determine the effect of Lazada's sensory, affective, intellectual, and behavioral experience on the dimensions of brand equity there are brand awareness, brand association, perceived quality, and brand loyalty.

The data collection method used is a questionnaire which was distributed to 400 Lazada user throughout Indonesia. The data analysis technique used was SEM (Structural Equation Modeling) using Amos software version 26. The number of items used to measure brand experience and brand equity are 12 indicators and 16 indicators. The results of validity and reliability tests with Confirmatory Factor Analysis (CFA) showed that there are 4 indicators that invalid and unreliable from brand experience, furthermore these indicators were eliminated and the total indicators used in this study was 24 indicators.

Based on the hypothesis testing, it was found that intellectual experience has a positive and significant effect on brand awareness, brand association, perceived quality, and brand loyalty. Meanwhile, sensory, affective, and behavioral experience do not have a positive and significant effect on brand awareness, brand association, perceived quality, and brand loyalty.

In sum, the 16 hypotheses tested, only four hypotheses were accepted. This research is expected to give contribution to other researchers and companies regarding brand experience and brand equity, notably for Lazada company so that they can do an evaluation for the company concerns.

Keywords: *brand equity, brand experience, e-commerce, Lazada, online shopping, SEM.*