

## **ABSTRACT**

*The number of marketplace users in Indonesia supported by the ease of internet access continues to grow and cause online shopping behavior in the community. Tokopedia as one of the leading marketplaces from Indonesia also takes the opportunity to strengthen equity by providing a positive brand experience.*

*The purpose of this research is to find out how the influence of brand experience dimensions, namely sensory experience, affective experience, intellectual experience, behavioural experience to the dimensions of brand equity namely brand awareness, brand loyalty, brand association, perceived quality of Tokopedia Indonesia.*

*The method of collecting data is by distributing questionnaires to 400 Tokopedia user. Data analysis technique conducted is Structural Equation Model (SEM) with Confirmatory Factor Analysis (CFA). In this study, using AMOS 26 software.*

*Based on the hypothetical test results, it was found that sensory experience, affective experience, and behavioural experience have a positive and significant impact on brand awareness, brand association, perceived quality, and brand loyalty on Tokopedia. Meanwhile, intellectual experience does not have a positive impact on brand awareness, brand association, perceived quality, and brand loyalty on Tokopedia.*

*It can be concluded that from the test results that have been done, there are 12 accepted hypotheses and 4 hypotheses that have been rejected. This research is expected to provide insights for companies related to brand experience and brand equity to evaluate the interests of the company and support further research using the topic of brand experience and brand equity.*

**Keywords:** *Brand Experience, Brand Equity, Marketplace, Tokopedia.*