

ABSTRACT

Along with the development of technology so as to make a trend shift from direct shopping to stores now to online store shopping or many are called e-commerce. E-commerce as a marketplace that offers convenience just by shopping through the smartphone that is used. This study aims to measure the effect of User Control Brand awareness variables, Two-way communication variables on Brand awareness, User control variables on Brand Image, Two-way communication variables on Brand Image, Brand Awareness variables on Brand Image, Brand Awareness variables on Brands. Value, and Brand Image variable to Brand Value at Bhinneka.com. A total of 241 who have used Bhinneka.com were taken as samples from the non-probability sampling method, namely by convenience sampling. All indicators of each variable have been tested for validity and reliability. Before testing the hypothesis, the fit of the model is tested with a set of goodness of fit criteria. Seven interrelated hypotheses to form a structural equation model (SEM) were tested for significance by T-test and then the strength of their influence was measured. All calculations for testing are carried out with LISREL 8.8 software. The results of this study indicate that the User Control variable has no effect on the Brand Awareness variable, the Two-way communication variable has a positive and significant effect on the Kesadaran merek variable, the User Control variable has no effect on the Brand Image variable, and the Two-way communication variable has a positive and significant effect on the Brand Image variable. , The Brand Awareness variable has a positive and significant effect on the Brand Image variable, the Brand Awareness variable has no effect on the Brand Value variable, and the Brand Image variable has a positive and significant effect on the Brand Value variable.

Keywords: User Control, Two-way Communication, Brand Awareness, Brand Image, Brand Value.