

ABSTRACT

In this era of digitalization, consumers have taken advantage of advances in digitalization, one of which is an online platform or e-commerce. Changes in consumer behavior during the pandemic whose activities have become completely online and one of them is online shopping. Zalora is one of the e-commerce companies engaged in fashion and has a large number of consumers in Indonesia with monthly visitors reaching 3 million users per Q2 2021. Zalora Indonesia ranks first in the category of e-commerce fashion in Indonesia. During the pandemic, Zalora Indonesia experienced significant consumer growth. There are changes to purchases in certain categories according to the needs during the pandemic.

The purpose of this study was to determine the effect of the dimensions of brand equity, namely brand awareness, brand association, brand loyalty, and perceived quality on purchasing decisions process at Zalora Indonesia, which is domiciled in Jakarta partially and simultaneously. This type of research is quantitative and causal-descriptive research. The data used in the study is primary data obtained through online questionnaires via google form with non-probability techniques (purposive sampling). The number of samples in this study were 384 respondents. The criteria for respondents in this study are Zalora Indonesia e-commerce users with a productive age range (15-64 years) and domiciled in Jakarta. Data processing uses IBM SPSS Statistics version 26 software, ranging from validity and reliability tests to data analysis techniques using multiple linear regression analysis techniques.

The results showed that the brand equity variable had a positive and significant effect on purchasing decisions at Zalora Indonesia. While partially brand awareness, brand association, brand loyalty and perceived quality each have a positive and significant effect on purchase decisions process at Zalora Indonesia.

Keywords: Brand Equity, Brand Awareness, Brand Association, Brand Loyalty, Perceived Quality, Purchase Decision Process