

ABSTRACT

The existence of the Covid-19 pandemic phenomenon since 2020 until now has made changes in the pattern of activities that occur in the community during the pandemic. Based on Aino's data, people currently prefer non-cash payments and online shopping for daily necessities with digital platforms (Agus, 2020). This has resulted in an increase in the demand for basic commodities from the community to meet their daily needs through the online shopping digital platforms SayurBox and TaniHub by 30% to 40% during 2021 (Purnama, 2021). Coupled with JakPat and Statista data which states that 7 out of 10 internet users in Indonesia prefer online shopping compared to shopping directly at stores (JakPat, 2019). And for the Jakarta area, a percentage of 73.3% choose to shop online and 20.6% choose to shop directly at stores, this is to avoid crowds from the Covid-19 condition. (Statista, 2021). The method used for this research is descriptive and causal quantitative method. This research uses non-probability sampling technique. The total respondents needed by the author in this study amounted to 300 respondents with the determination of the number of respondents using convenience sampling technique. With 25 questions asked. The distribution of questionnaires through Google Forms which then the data will be tested using the Structural Equation Modeling (SEM) research method with LISREL 8.80 Windows 10 software. The results of this study found that Ideal Self-Congruence and Brand Identification have no effect on Customer Satisfaction (Customer Satisfaction). While other factors such as Physical Quality, Staff Behavior and Lifestyle-Congruence have an influence on customer satisfaction. The factors that have the most positive and significant influence are Staff Behavior with T-Value SayurBox of 3.62 and TaniHub of 4.32.

Keywords: *Brand Equity, Customer Satisfaction, Brand Loyalty, SayurBox, TaniHub.*