

## **ABSTRACT**

The Covid-19 pandemic has transformed consumer behavior by forcing the market to undergo Digital Transformation. In the current situation, E-Commerce plays a crucial role in addressing market needs. The number of E-Commerce users in Indonesia has been steadily increasing since 2017, and Indonesia has the highest number compared to the other four Tiger Cub Economies. Currently, Tokopedia is the E-Commerce platform with the highest traffic, surpassing Lazada by a significant margin. However, based on Brand Equity assessment from the Top Brand Index, Tokopedia and Lazada have a very close score and both experienced a decline in their ratings compared to the previous year.

Therefore, this study aims to compare the Brand Equity of Tokopedia and Lazada and analyze their strengths and weaknesses based on the market's perception of Brand Equity in Indonesia.

This research employs a quantitative method by distributing an online questionnaire in the form of a Google Form to individuals who have used both Tokopedia and Lazada. The analysis techniques used in this study include validity testing, reliability testing, descriptive analysis, and Mann-Whitney test with the assistance of SPSS software to ensure more accurate analysis results.

**Keywords:** Brand Equity, E-Commerce, Digital Transformation