

ABSTRACT

This study aims to examine the influence of Brand Equity and E-Brand Experience on E-Loyalty through E-Satisfaction among users of the Lazada application in Indonesia. A quantitative approach was employed using a survey method, and data were collected through questionnaires. The sample consisted of 254 respondents selected through purposive sampling. Data analysis was conducted using SmartPLS 4.0 with the Partial Least Square Structural Equation Modeling (PLS-SEM) approach. The results indicate that Brand Awareness and Brand Association have a significant effect on both E-Satisfaction and E-Loyalty, while Perceived Quality only affects E-Loyalty. E-Brand Experience does not influence E-Satisfaction but has a direct impact on E-Loyalty. Furthermore, E-Satisfaction was found to mediate only the relationship between Brand Awareness and E-Loyalty. These findings suggest the need for future research to explore other potential mediating or moderating variables such as trust and customer engagement in the e-commerce context. Practically, Lazada should enhance its digital strategies to strengthen Brand Awareness, maintain service quality, and develop a more interactive and responsive digital experience to foster long-term user loyalty.

Keywords: *e-commerce, Brand Equity, Brand Awareness, Perceived Quality, Brand Association, E-Brand Experience, E-Satisfaction, E-Loyalty*