

ABSTRACT

The development of technology and information resulted in major changes to people's lives. Access to information is now greatly facilitated by the internet. These advances in technology and information are driving the growth of the online commerce industry, commonly called e-commerce. The development of the e-commerce industry has been utilized by PT Telkom to enter the e-commerce business in Indonesia by collaborating with eBay Inc. as a global partner using the new brand, Blanja.com.

This study aims to measure the effect of the User Control variable and the Two-Way Communication variable on the Brand Value variable mediated by the Brand Awareness variable and the Brand Image variable. Before the coefficient of influence between variables is measured, the validity and reliability of the indicators used on each variable are tested and the model compatibility test is performed. The relationship between the five variables forms a structural equation model.

This study uses quantitative research methods with a total sample of 211 respondents from Blanja.com users who were asked to rate 21 item questionnaire questions in the Google form. The sampling technique used is non-probability by suppressing convenience sampling. The data analysis technique in this study uses the method of structural equation modeling (SEM) with the help of Lisrel 8.8 software.

All indicators of each variable are valid and reliable, the model has a good level of compatibility. Hypothesis test results show that Two-Way Communication has a positive and significant effect on Brand Awareness and Brand Image, as well as a positive and significant effect on Brand Value after being mediated by Brand Awareness and Brand Image variables. While the User Control variable does not significantly influence Brand Awareness and Brand Image, and does not significantly influence Brand Value even though it has been mediated by the Brand Awareness and Brand Image variables. Brand Awareness has a positive and significant effect on Brand Image, but does not affect Brand Value both direct and

total influence through mediation of Brand Image variables. Brand Image has a positive and significant effect on Brand Value.

The Blanja.com e-commerce brand can be enhanced by providing better features, increasing user feedback, giving opportunities to talk back with the website, introducing the brand to the wider community to be more famous and recognized, maintaining relationships with consumers so consumers continue to shop through e-commerce with the Blanja.com brand for the creation of a respected brand in the e-commerce industry.

Keyword: User Control, Two-Way Communication, Brand Awareness, Brand Image, Brand Value.