

ABSTRACT

The number of e-commerce users in Indonesia supported by the ease of internet access continues to grow is also balanced by technological developments that make human life more efficient and cause online shopping behavior in the community. Bukalapak as one of the leading e-commerce from Indonesia also takes the opportunity to strengthen equity by providing a positive brand experience.

This research is designed to determine the effect of brand experience dimensions, namely sensory experience, affective experience, intellectual experience, behavioural experience to the dimensions of brand equity namely brand awareness, brand loyalty, brand association, perceived quality of Bukalapak Indonesia.

The data collection method used is a questionnaire which was distributed to 385 Bukalapak user throughout Indonesia. The data analysis technique used was SEM (Structural Equation Modeling) using Amos software version 26. The number of items used to measure brand experience and brand equity are 12 indicators and 16 indicators. The results of validity and reliability tests with Confirmatory Factor Analysis (CFA) showed that there are 4 indicators that invalid and unreliable from brand experience, furthermore these indicators were eliminated and the total indicators used in this study was 24 indicators.

Based on testing the hypothesis it was found that affective experience has a positive and significant influence on brand awareness, Bukalapak behavioral experience has a positive and significant influence on brand awareness, brand association, perceived quality, and intellectual experience has a positive and significant influence on brand loyalty. Meanwhile, sensory experience does not have a positive and significant effect on brand awareness, brand association, perceived quality, and brand loyalty. affective experience does not have a positive and significant effect on brand awareness, brand associations, and perceived quality. Bukalapak's behavioral experience does not have a positive and significant influence on brand loyalty. Intellectual experience does not have a positive and significant effect on brand awareness, brand association, and perceived quality.

Keywords: *brand experience, brand equity, e-commerce, Bukalapak.*