

ABSTRACT

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THE EFFECTS OF BRAND ATTACHMENT AND BRAND EXPERIENCE TOWARDS BRAND TRUST AND REPURCHASE INTENTION OF SHOPEE INJABODETABEK

(78 Pages; 6 Figures; 18 Tables; 9 Appendices)

Many people are embracing the world of e-commerce to increase their sales or establish new enterprises since it has become an instantaneous aspect of commercial transactions. This research is done to learn more about the ongoing phenomena of Shopee's usage traffic in Indonesia. The goal of this study is to build on the application of the theory of emotions to investigate the connection between variables of Online Brand Attachment, Online Brand Experience, Online Brand Trust, and Online Repurchase Intention. The moderating variable is Online Brand Attachment, while the dependent variable of this research are Online Brand Trust and Online Repurchase Intention. This research uses a quantitative method and uses non-probability sampling method namely, purposive sampling as the data collection techniques by distributing online questionnaires. There are 30 samples taken for the preliminary testing and 200 samples taken for the actual test. The data collected in the preliminary study and actual test are tested by the validity and also reliability testing. The data are then analyzed via Structural Equation Modeling (SEM) to test the hypothesis and then come with conclusions. Hence, the results are all the supported and unsupported hypotheses.

Keywords: *Online Brand Attachment, Online Brand Experience, Online Brand Trust, and Online Repurchase Intention*

References: (2002-2021)