

ABSTRACT

THE INFLUENCE OF BRAND EXPERIENCE ON BRAND EQUITY AND VISIT INTENTIONS AT ALFAMIND VIRTUAL STORES

(70 pages + appendix)

Over the past decade or so, the retail industry has made a systematic transition, with the advent of online and mobile shopping, thus reshaping consumer behavior and business models around the world. The COVID-19 pandemic has changed consumer behavior in interacting with stores, so consumers will prefer virtual stores. To provide comprehensive empirical evidence for this study, the authors will review the literature relevant to brand experience, brand equity and visit intentions. Therefore, in this study, we will find out whether there is a positive influence of brand experience on brand equity and visit intentions. This study used quantitative methods, the data was taken using Google Form which was distributed to 50 people for the preliminary study and 200 respondents for the actual research. Data collection was carried out using convenience sampling. The data obtained is processed using the SmartPLS 3.0 application. The results of this study show that there is a positive influence between sensory on brand equity. There is no positive influence between behavioural on brand equity. There is a positive influence between emotional and brand equity. There is a positive influence between intellectuals on brand equity. There is no positive influence between sensory on visit intentions. There is no positive influence between behavioural and visit intentions. There is a positive influence between emotional and visit intentions. There is no positive influence between intellectuals on visit intentions. There is a positive influence of brand equity on visit intentions.

Reference : 42, 1991-2021

Keyword: *Brand Experience, Brand Equity, Visit Intentions*