

ABSTRACT

This study investigates the influence of brand experience, brand perceived value, and brand personality on brand equity, with brand attachment as a mediating variable, among BMW car users in DKI Jakarta Province. The research is motivated by the dynamic changes in Indonesia's automotive industry and the necessity for luxury car brands like BMW to sustain and enhance their brand equity in a highly competitive market.

Previous studies have shown inconsistent results regarding the direct effects of brand experience, perceived value, and personality on brand equity, prompting this research to examine the mediating role of brand attachment. Using a quantitative approach, data were collected through questionnaires distributed to BMW users in DKI Jakarta. The findings reveal that brand experience, brand perceived value, and brand personality positively impact brand equity both directly and indirectly through brand attachment.

The study highlights the importance of fostering emotional connections between consumers and brands to strengthen brand equity. These results provide practical implications for automotive marketers to focus on holistic brand management strategies that enhance customer experiences, perceived value, and brand personality, thereby building stronger brand attachment and equity.

Keywords: Brand Experience, Brand Perceived Value, Brand Personality, Brand Equity, Brand Attachment.