

ABSTRACT

The rapid growth of e-commerce in Indonesia has intensified competitive pressures, making the strengthening of brand equity a strategic priority for platforms such as Lazada. Within the context of digital marketing, brand experience and service quality are regarded as key determinants that can shape consumers relational ties through consumer trust, which ultimately contributes to enhancing brand value. Accordingly, this study examines how brand experience and service quality function in building consumer trust as a foundation for strengthening brand equity in e-commerce platforms.

This study aims to analyze the effects of brand experience and service quality on brand equity, with Consumer trust serving as a mediating variable among Lazada users in Semarang City. A quantitative approach was employed through a questionnaire-based survey of 200 respondents selected using purposive sampling, namely Lazada users aged 17 years or older who had made at least one transaction. The data were analyzed using SEM-PLS to assess both direct and indirect relationships among the variables.

The findings indicate that brand experience enhances consumer trust, and consumer trust significantly strengthens Lazada's brand equity. In addition, service quality emerges as the strongest factor in building consumer trust, suggesting that service performance serves as the primary foundation for trust formation on the platform. In the mediation pathway, consumer trust is proven to act as a mechanism that links the effect of brand experience on brand equity and amplifies the impact of service quality on brand equity. These results emphasize that strengthening Lazada's brand value is most effective when brand experience and service quality go beyond functional performance and are successfully converted into stable, enduring trust. Practically, Lazada should prioritize consistent and reliable service improvements, accompanied by the management of a secure and credible digital brand experience, to foster sustainable growth in brand equity.

Keywords: Brand experience, Service Quality, Consumer trust, Brand equity.

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