

## ABSTRACT

*Shopee can be regarded as an E-Marketplace which is part of E-Commerce and expands the combination of consumer business (B2B, C2B, and C2C) into B2B. It is felt that the change of trend and the movement of application users is happening very quickly. Every user must pay attention to the advantages and disadvantages of the application used. In the 4th quarter of 2020 Shopee experienced an increase due to the Covid-19 pandemic where people were limited in time to leave the house and chose to use the E-marketplace to make daily needs easier. However, in the first quarter of 2022 Shopee experienced a decline due to disruptions in the Shopee application that took too long, causing application users to switch to other e-marketplaces. The better the experience felt by the user, the user chooses to stay with the application rather than switch to another application. Likewise, Consumer Based Brand Equity, brand equity is an important element in creating a competitive advantage that generates loyalty. The purpose of this study is to determine the factors that influence between variables by identifying the relationship between endogenous and exogenous variables on Brand Loyalty using the modified User Experience and Consumer Based Brand Equity methods. Respondents in the questionnaire were 150 using non-probability sampling technique with purposive sampling type, data analysis using Structural Equation Modeling-Partial Least Square with a Likert scale as the measurement scale used. The results of this study are Usability (US) has a positive influence with a path coefficient value of 0.029 and is not significant to Brand Loyalty (BL) with a t-statistic value of 0.369 <1.96 and a p-value of 0.721 > 0.05. Pleasure in Use (PiU) has a positive influence with a path coefficient value of 0.355 and significant to Brand Loyalty (BL) with a t-statistic value of 3.902 > 1.96 and a p-value of 0.000 <0.05. Social Value (SV) has a positive influence with a path coefficient value of 0.136 and significant to Brand Loyalty (BL) with a t-statistic value of 2.089 > 1.96 and a p-value of 0.037 <0.05. Brand Association (BA) has a positive influence with a path coefficient value of 0.002 and is not significant to Brand Loyalty (BL) with a t-statistic value of 0.031 <1.96 and a p-value of 0.975 > 0.05. Perceived Value (PV) has a positive influence with a path coefficient value of 0.182 and significant to Brand Loyalty (BL) with a t-statistic value of 2.525 > 1.96 and a p-value of 0.012 <0.05. Brand Trust (BT) has a positive influence with a path coefficient value of 0.246 and is significant on Brand Loyalty (BL) with a t-statistic value of 2.483 > 1.96 and a p-value of 0.013 < 0.05.*

**Keywords:** *Consumer Based Brand Equity, Loyalty, Shopee, User Experience*