



The impact of online and offline experiences on McDonald's customers' brand equity

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ARTICLE INFO

Received 30 March 2023
Accepted 30 June 2023
Published 30 June 2023

Keywords:

Brand equity; online experience; offline experience

ABSTRACT

This study aims to analyze the effect of online and offline experiences on brand equity among consumers in Padang City. The population in this study is comprised of consumers who have shopped directly at restaurants and through applications or websites. The number of samples in this study was 200. Data collection was carried out by distributing questionnaires online. Data processing is done using SmartPLS software. The results of this study indicate that (1) Offline Experience has a positive and significant effect on Brand equity; (2) Online Experience has a positive and significant effect on Brand equity; and (3) Offline Experience has a positive and significant effect on Online experience.

How to cite: Nurhad & Thabrani, G (2023). The impact of online and offline experiences on McDonald's customers' brand equity. *Marketing Management Studies*, 3 (2), 100-111. DOI 10.24036/mms.v3i2.336



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INTRODUCTION

The development of trade in the world as it is currently growing very rapidly. With the increase in demand and supply soaring very high, helping to increase the level of development of brands in the world. One of them is in Indonesia, the development of brands (brands) is increasing rapidly every year. The development of brands in Indonesia is caused by several factors that support it to continue to grow. Marked by the advancement of brand competition, especially in fast food restaurants that are so amazing.

Brand is one of the identities of a product that can be presented as a measuring tool whether the product is good and of good quality. According to Kotler and Keller (2009), branding is a term, name, symbol, or sign with the aim that customers can identify and differentiate the company's goods or services from competing company brands. Brand equity this is related to greater consumer trust in certain product brands compared to competing brands that are loyalty and consumers' willingness to pay a premium price for that brand. (Lassar et al., 1995). Online Experience is an important consideration of consumer perception when shopping based on their expectations of vendor services (Assegaff, 2015). While the Offline experience is a shopping experience that comes directly from consumers (Sanz et al., 2010).

Table 1. Top Brand Index for fast food restaurants in Indonesia in 2018-2021

Brand	2018	2019	2020	2021
KFC	42.7%	26.2%	26.4%	27.2%
McDonald's	24.3%	22.4%	22.8%	26.0%
A&W	6.3%	5.4%	6.5%	8.5%
Hoka-Hoka Bento	5.8%	5.4%	5.9%	7.9%
Richeese Factory	2.7%	4.3%	4.9%	5.9%

Source: Top Brand Award (2021)

Based on the results of the Top Brand Award survey for the fast food restaurant category from 2018 to 2021, in the last four years McDonald's has been ranked number 2 in the Top Brand Index (TBI). With sales growth in 2021 there was a significant increase of 26.0%. And in 2019 it decreased by 22.4%. In some of the criteria for fast food restaurant companies, there are also things that are important for the company, namely having value in the eyes of its consumers. This value is commonly called Brand Equity.

A company has a strategy to increase brand awareness in society. One of these strategies is using social media to market brands. McDonald's Indonesia is a company that has social media with interesting and consistent content. Social media used such as Facebook, Instagram, Twitter and TikTok. Ordering McD is more practical and comfortable until it is delivered to the destination. Can use the McDelivery or McDonald's application, visit www.mcdelivery.co.id or call 14045 for McDonald's delivery service. And you can also place an order using the GoFood application, namely Gojek. If you look at the consumer's online experience, there are several positive and negative experiences that are often encountered when shopping online at mcd. The following are some comments on consumers' online shopping experiences for McD products:

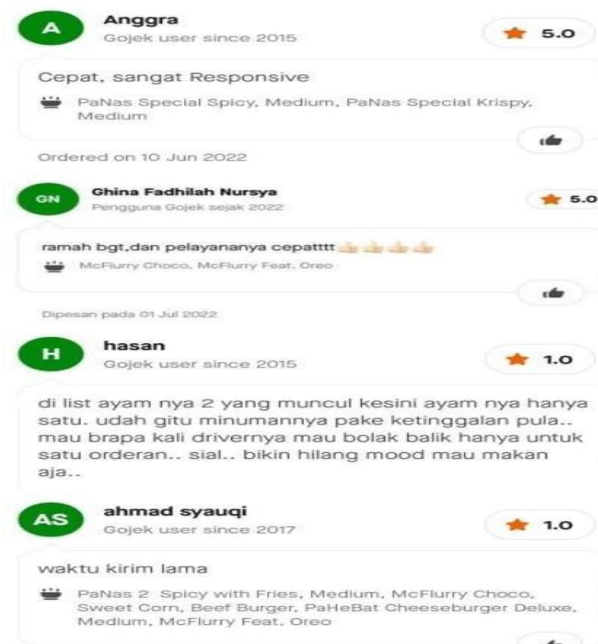


Figure 1. McD Consumers rating and reviews via the Gojek Application

Source: Gojek application

The picture above shows that there is a good or bad consumer response. Bad comments will be someone's online experience which will be an important note for McD to improve service in online ordering. The offline shopping experience can also contribute to the online shopping experience, this is

because a more complex offline shopping experience can form certain perceptions that can affect online shopping.

In the Offline experience, consumers will experience a more complex direct shopping experience due to the involvement of consumers in the product to be purchased. The direct experience (Offline) that is felt is as follows: 1. Drive thru is an order made without having to enter the restaurant, and to make it easier for customers to buy products quickly without having to get off the vehicle. 2. Self orders are orders through technological devices such as kiosks or tablets, so that restaurant customers order and pay for their orders independently and can also order directly to the cashier or queue. 3. Health Service is the follow-up implementation of the health protocol, namely providing hand washing and checking temperature before entering McDonald's. 4. Self Service is when you enter the restaurant, then we can find an empty space to occupy ourselves, and customers can also take their own sauces and chili sauce.

LITERATURE REVIEW

Brand equity

(Yansah et al., 2018) Defining brand equity is a set of brand assets and liabilities associated with a brand, name and symbol that can add or subtract from the value provided by a product or service to a company and or company customers. The indicators contained in the Brand Equity variable are taken from research (Kim et al., 2008). There are 4 indicators that the author can suggest:

1. Brand Loyalty
2. Brand Awareness
3. Perceived Quality
4. Brand Association

Online Experience

Based on (Assegaff, 2015) Online Experience is an important consideration of consumer perception when shopping based on their expectations of vendor services. Online experience is the result of user activity within (inclinations, expectations, needs, motives, moods, etc.), and has), a special character (complexity, purpose, availability, functionality), which results from a particular interactive environment. This definition shows that online experience is produced by the process of interaction between users and sites, especially experiences as user perceptions and responses which are formed through emotional and physiological responses. The indicators contained in the online experience variable are taken from research (Nambisan & Watt, 2011). There are 4 indicators that the author can suggest:

1. Pragmatic Dimension
2. The Hedonic Dimension
3. Social Dimension
4. Usability Dimension

Offline Experience

Based on (Sanz et al., 2010), offline experience is a shopping experience by coming directly to the store that is carried out by consumers. New electronic channels are changing the way companies interact with their customers, with the facilities provided by companies turning a person into a commitment. The indicators contained in the offline experience variable are taken from research (Brakus et al., 2009). There are 4 indicators that the author can suggest:

1. Sensory Dimension
2. Affective Dimension
3. Behavioral Dimension
4. Intellectual Dimension

Brand image is how consumers perceive a brand in the abstract from what they think the brand is not. Thus, the image refers to the more tangible aspects of the brand. Brand image is related to the extrinsic nature of the product or service, including the way the brand tries to satisfy psychological or social needs. (Keller, 2001) Based on Rahman (2020); DF Davis et al (2009); Keller (2001) The following question items are used to measure research indicators in variables:

1. Value.
2. History.
3. Uniqueness.
4. Famous Brand.

HYPOTHESES

Offline Experience and Brand Equity

Consumers measure their online shopping experience based on their interactions, leading to a picture of good service quality, in selling products that offer good quality to consumers, whereas negative associations are tantamount to poor quality. (Salehi et al., 2013). Consequently, service evaluation, both during the online buying experience marketing process and offline usage, has a direct and positive effect on brand equity. Therefore, increasing brand equity can be done through investment to enhance the online and offline service experience (White et al., 2013). In general, the more positive (memorable, unique, and ongoing) experiences a brand evokes, the more satisfied consumers are and the stronger brand equity develops. (Kumar et al., 2013). Then the hypothesis proposed is:

H1: Offline Experience has a significant positive effect on Brand Equity

Online Experience and Brand Equity

Indirect experience occurs when consumers are exposed to intangible aspects of marketing, while experience occurs when consumers buy or consume products or services. (Brakus et al., 2009). Both types of experience must be taken into account if a business is to gain an advantage over the competition. According to (Chen et al., 2004) demonstrated that brand experiences through online channels lead to experiential responses similar to those created offline. interaction that users have with brands in real-time results in online experiences that influence perceptions of brand equity (Christodoulides & Chernatony, 2004). So, the hypothesis is:

H2: Online Experience has a significant positive effect on Brand Equity

Online Experience and Offline Experience

Experiences appear in different ways either indirectly or directly. Indirect experience occurs when consumers are exposed to intangible aspects of marketing, while experience occurs when consumers buy or consume products or services. (Brakus et al., 2009). Both types of experience must be taken into account if a business is to gain an advantage over the competition. Because of that (Wu et al., 2004) demonstrated that brand experiences through online channels lead to experiential responses similar to those created offline. When consumers interact with brand-related stimuli in online channels, these experiences will contribute to the total brand experience (Willyard, 2012). It is therefore expected that consumer experiences across multiple channels (eg online) will influence related (offline) experiences and relationships with brands (Huang et al., 2015). So, the hypothesis is:

H3: Online Experience has a significant positive effect on Offline Experience

Online Experience and Brand Equity with Offline Experience as mediation

Offline experience is a shopping experience coming directly to the store that is carried out by consumers (Sanz et al., 2010). Whereas indirect experience occurs when consumers are faced with intangible marketing aspects, while experience occurs when consumers buy or consume a product or service (Brakus et al., 2009). Based on the results of research conducted by (Yang et al., 2020) information obtained both online and offline can have a major influence on core technology attributes and perceived benefits. Thus, consumers uphold and consider it important, thereby benefiting them. Online brand

experience, however, was not shown to be directly related to brand equity, suggesting that offline experience is more important than online experience in generating brand value.(Al-Hawari & Mouakket, 2012). Consequently, the hypothesis is:

H4: Online Experience has a significant positive effect on Brand Equity with Offline Experience as mediation

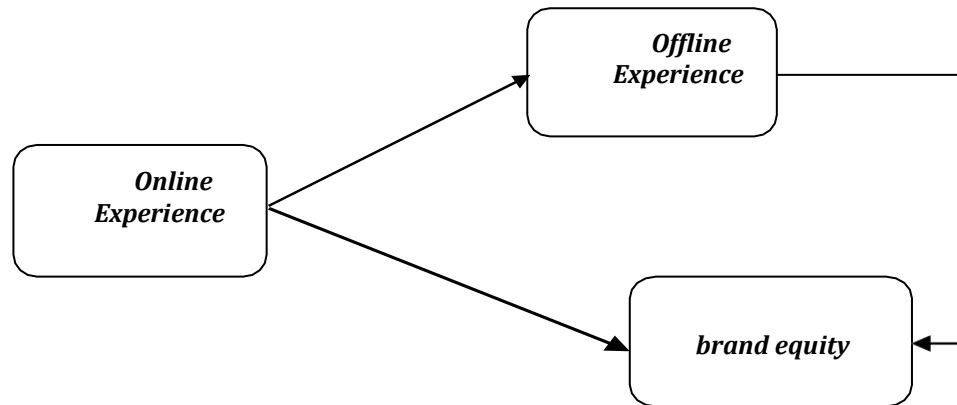


Figure 2. Conceptual Framework

METHOD

This research is a quantitative descriptive research. This study describes the relationship between the independent variables, namely online experience and the dependent variable, namely brand equity and the mediating variable, namely offline experience. This research was measured using a Likert scale. Hypothesis testing is the research method used. The research was conducted in October 2022 in the city of Padang. According to Sugiyono (2018) population is an area in general, both objects and areas that meet the characteristics and qualities determined by the researcher to be studied and then concluded. The population in this study is the community in Padang City in 2022. After the research population is determined, the next step is to determine the research sample. Respondents selected by the author in this study were 200 McDonald's consumers who live in the city of Padang. In preparing the research, the source of research data is primary data. According to Husein (2011) "primary data is a source of research data obtained from the main source of research data, both from individuals themselves and certain groups. This data is obtained through distributing questionnaires to shopping use online and offline McDonald's Indonesia in Padang City. In this study the primary data was in the form of respondents' questionnaire answers from questions that had been made by researchers on the dependent variable that had been made by research on the independent variables namely Online Experience, the mediating variable Offline experience and the dependent variable Brand Equity. The data collection technique used in this study was a questionnaire (questionnaire). According to Sugiyono (2013) Questionnaires are data collection techniques that are carried out by giving a series of questions or written statements to respondents to answer. In order to get the desired data. In this study a questionnaire was given to McDonald's consumers in Padang City.

RESULTS AND FINDINGS

This type of research used is quantitative research. According to Sekaran & Bougie (2014) quantitative research aims to determine the effect of the independent variables on the dependent variable. The data source used in this study is the primary data source. The SEM approach used in this study is based on Partial Least Squares (SEM-PLS). This method is used with a small sample size. The SEM-PLS method is a type of causal model that aims to maximize the variable variation criteria that can be explained by predictors. SmartPLS software was used for analysis. The validity and reliability of the tested instruments were evaluated when testing the test measurement model (outer model). Convergent validity test is used to determine the relationship between indicators and their variables which should have a high

correlation. This convergent validity test is seen from the value of the outer loading or loading factor and also the Average Variance Extracted (AVE) value. This convergent validity will be considered good if the outer loading value is > 0.7 and the Average Variance Extracted (AVE) value is > 0.5 (Sugiyono, 2013). The validity test of this research is the minimum value for the construct validity test. Table 1 shows the results of external loading:

Table 1. External Loading

Variable	Brand Equity (Y)	Online Experience (X)	Offline Experience(M)
BrandEquity1	0.902		
Brand Equity 2	0.817		
Brand Equity 3	0.806		
Brand Equity 4	0.740		
Brand Equity 6	0.850		
Brand Equity 7	0.844		
Brand Equity 8	0.735		
Brand Equity 9	0.740		
Brand Equity 10	0.816		
Brand Equity 11	0.738		
Brand Equity 12	0.748		
Brand Equity 13	0.833		
Brand Equity 14	0.755		
Online Experience 1		0.740	
Online Experience 3		0.740	
Online Experience 4		0.729	
Online Experience 6		0.822	
Online Experience 7		0.811	
Online Experience 8		0.813	
Online Experience 9		0.832	
Online Experience 10		0.850	
Online Experience 11		0.819	
Online Experience 12		0.806	
Online Experience 13		0.830	
Online Experience 14		0.797	
Online Experience 15		0.800	
Online Experience 16		0.796	
Online Experience 17		0.811	
Online Experience 18		0.773	
Online Experience 19		0.780	
Offline Experience 1			0.780
Offline Experience 3			0.783
Offline Experience 4			0.837
Offline Experience 5			0.845
Offline Experience 6			0.812
Offline Experience 7			0.744
Offline Experience 8			0.797
Offline Experience 9			0.780
Offline Experience 10			0.813
Offline Experience 11			0.814
Offline Experience 12			0.806

Source: Primary Data 2022

According to table 1, after removing indicators with a value of less than 0.7, the values of all indicators are greater than 0.7. The convergent validity value is true.

Table 2. AVE output

Variable	Average Variance Extracted (AVE)
brand equity	0.633
Online Experience	0.636
Offline Experience	0.647

Source: Primary Data 2022

Based on Table 2, if the AVE value of all variables is greater than 0.5 then the convergent value is said to be valid.

Table 3 Cross Loading Value

Variable	Brand Equity (Y)	Offline Experience(M)	Online Experience (X)
Offline Experience 1	0.795	0.817	0.741
Offline Experience 10	0.722	0.813	0.709
Offline Experience 11	0.682	0.814	0.749
Offline Experience 12	0.694	0.806	0.722
Offline Experience 3	0.703	0.780	0.676
Offline Experience 4	0.689	0.783	0.680
Offline Experience 5	0.727	0.837	0.762
Offline Experience 6	0.727	0.845	0.780
Offline Experience 7	0.730	0.812	0.747
Offline Experience 8	0.666	0.744	0.704
Offline Experience 9	0.690	0.797	0.684
Online Experience 1	0.701	0.657	0.740
Online Experience 10	0.734	0.776	0.850
Online Experience 11	0.739	0.739	0.819
Online Experience 12	0.739	0.753	0.806
Online Experience 13	0.706	0.724	0.830
Online Experience 14	0.727	0.746	0.797
Online Experience 15	0.699	0.704	0.800
Online Experience 16	0.681	0.713	0.796
Online Experience 17	0.715	0.710	0.811
Online Experience 18	0.676	0.702	0.773
Online Experience 19	0.687	0.744	0.780
Online Experience 3	0.638	0.635	0.740
Online Experience 4	0.670	0.649	0.729
Online Experience 6	0.714	0.739	0.822
Online Experience 7	0.692	0.733	0.811
Online Experience 8	0.689	0.721	0.813
Online Experience 9	0.730	0.738	0.832
BrandEquity1	0.902	0.802	0.786
Brand Equity 10	0.816	0.750	0.699
Brand Equity 11	0.738	0.617	0.660
Brand Equity 12	0.748	0.673	0.695
Brand Equity 13	0.833	0.756	0.779
Brand Equity 14	0.755	0.627	0.670
Brand Equity 2	0.817	0.697	0.710
Brand Equity 3	0.806	0.683	0.651
Brand Equity 4	0.740	0.653	0.628

Brand Equity 6	0.850	0814	0.815
Brand Equity 7	0.844	0.748	0.721
Brand Equity 8	0.735	0.681	0.633
Brand Equity 9	0.740	0.612	0.630

Source: Primary Data 2022

According to Table 3, shows the score (correlation) of the variable to the indicator is higher than the score (correlation) of the variable to the other indicators. It can be concluded that all the indicators tested in the study were declared to have discriminant validity.

Table 4. Cronbach Alpha and Composite Reliability

Variable	Alpha Cronbach	Composite Reliability
brand equity	0.951	0.957
Online Experience	0.964	0.967
Offline Experience	0.945	0.953

Source: Primary Data 2022

Based on Table 4 shows that these variables have good reliability or are able to measure the construct. A variable is said to be quite reliable if the variable has a Cronbach alpha value > 0.6 and composite reliability > 0.7 (according to Wetrs et al. 1974 quoted from (H. Sofyani, nd).

Table 5. R Square

Variable	R square
brand equity	0.821
Offline Experience	0.809

Source: Primary Data 2022

Based on Table 5, it can be seen that the r square value of the Brand Equity variable is 0.821, this value states that the Brand Equity variable can be explained by the Online Experience variable of 82.1%. While the remaining 17.9% is explained by other variables not included in this study. In addition, the variable r square value is explained by other variables that do not exist in this study. In addition, the r square value of the Offline Experience variable of 0.809 can be explained by the Online Experience variable of 80.9% and the remaining 19.1% is explained by other variables not included in this study.

Table 6. Q Square

	Q box
Online Experience	
brand equity	0.766
Offline Experience	0.807

Source: Primary Data 2022

Based on Table 6, the q square values for the Brand Equity and Offline Experience variables are greater than 0, namely 0.766 and 0.807, meaning that the model has good predictive relevance.

Table 7. Goodness of Fit

	Saturated Model	Model Estimates
SRMR	0.043	0.043
d_ ULS	1,585	1,585
d_ G	1,337	1,337
Chi-square	1,344,683	1,344,683
NFIs	0.830	0.830

Source: Primary Data 2022

Based on Table 7, the Standardized Root Mean Square Residual (SRMR) value is below 0.10 or 0.08, which is 0.043, this reflects that the model has a match between correlations. The Normal Fit Index (NFI) produces values between 0 and 1. The closer to 1 the better/fits the model, so in this model the NFI is 0.830 which means close to 1.

Table 8. Patch Coefficient

	Original Sample (O)	T Statistics (O/STDEV)	P value	Information
Offline Experience -> Brand Equity	0.485	4,342	0.000	Accepted
Online Experience -> Brand Equity	0.445	3,916	0.000	Accepted
Online Experience -> Offline Experience	0.900	48,868	0.000	Accepted

Source: Primary Data 2022

Based on Table 8 it can be concluded that the results of statistical analysis using PLS that:

1. Offline Experience (M) has a positive and significant effect on Brand Equity (Y). Based on Table 8, the Offline Experience variable obtained a p value of 0.000 which is smaller than 0.05 and the original sample value was 0.485. This test states that the first hypothesis is accepted, namely Offline Experience has a positive and significant effect on Brand Equity.
2. Online Experience (X) has a positive and significant effect on Brand Equity (Y). Based on Table 8, the Online Experience variable obtained a p value of 0.000 which is smaller than 0.05 and the original sample value was 0.445. This test states that the second hypothesis is accepted, namely Online Experience has a positive and significant effect on Brand Equity.
3. Online Experience (X) has a positive and significant effect on Offline Experience (M). Based on Table 8, the Online Experience variable obtained a p value of 0.000 which is smaller than 0.05 and the original sample value was 0.900. This test states that the third hypothesis is accepted, namely Online Experience has a positive and significant effect on Offline Experience.

Table 9. Indirect Influence

	Original Sample	Q statistics	P value	Information
Online Experience -> Offline Experience -> Brand Equity	0.436	4,201	0.000	Accepted

Source: Primary Data 2022

Based on Table 9 it can be seen that the relationship between Online Experience (X) and Brand Equity (Y) which is mediated by Offline Experience (M) has a positive and significant relationship, this is evidenced by the results of the research hypothesis testing in Table 26 with an original sample value of 0.436, the value t statistic 4.201 and p value 0.000.

DISCUSSION

Effect of Offline Experience on Brand Equity

The results of this study are supported by previous research conducted by (White et al., 2013) which states that service evaluation, both during the marketing process of online purchasing experiences and offline usage, has a direct and positive effect on brand equity. Based on the results of research conducted by (Ray et al., 2021) significant and moderate positive influence of brands served by service providers on brand meaning and brand awareness. The probable reason is that in this modern era, consumers are more concerned with past experiences, quality of services, benefits provided by services and added values such as discounts, etc. Although the brand that a company presents can develop a little awareness among consumers, brand meaning is more important because it has more to do with brand credibility, perceived benefits, and perceived value which are more relevant in the context of e-Learning services. Furthermore, based on the results of research conducted by (Silva, 2022) good experiences felt by customers will contribute to developing high brand equity, strong brand equity means that consumers have high levels of brand image, brand awareness, brand loyalty, and perceived quality of the bank's brand, which can turn into actual buying behavior. Based on the explanation

above, the researcher concludes that the better the consumer's offline shopping experience, the better the brand equity of the product.

Effect of Online Experience on Brand Equity

The results of this study are consistent with previous research where indirect experience occurs when consumers are faced with intangible marketing aspects, while experience occurs when consumers buy based on the brand equity of a product or service. (Brakus et al., 2009) In the online shopping experience, it is stated that consumers are only fixated on product descriptions listed online which are based on an assessment of the brand equity of the product. In addition, the interaction that users have with brands in real-time results in online experiences that influence perceptions of brand equity (Christodoulides & Chernatony, 2004). Furthermore, based on the results of research conducted by (Wang et al., 2021) Online food reviews or ratings do not affect customers when buying food at the restaurant, because the restaurant is a branded restaurant that has excellent product equity.

Effect of Online Experience on Offline Experience

The results of the study show that Online Experience has a significant positive effect on Offline Experience. It is therefore expected that consumer experiences across multiple channels (eg online) will influence related (offline) experiences and relationships with brands (Huang et al., 2015). Experiences appear in different ways either indirectly or directly (Verhagen & van Dolen, 2009). Based on (Wu et al., 2004) demonstrated that brand experiences through online channels lead to experiential responses similar to those created offline. So, it can be concluded that the better the online shopping experience for a product, the better the consumer's offline shopping experience will be.

Effect of Online Experience on Brand Equity with Offline Experience as mediation

The results of this study are supported by previous research (Yang et al., 2020) information obtained both online and offline can have a major influence on core technology attributes and perceived benefits. Thus, consumers uphold and consider it important, thereby benefiting them. Online brand experience, however, was not shown to be directly related to brand equity, suggesting that offline experience is more important than online experience in generating brand value. (Al-Hawari & Mouakket, 2012). So that through the online experience consumers will get information about the product or service info used, through this information it can help consumers in the offline experience so that consumers can calculate that brand equity is very important for evaluating the effectiveness of marketing efforts.

CONCLUSION

Based on the results of the analysis of hypothesis testing the effect of Offline Experience and Online Experience on McDonald's Consumer Brand Equity in Padang City as follows:

1. The results of the study show that Offline Experience has a positive and significant effect on Brand Equity. This is where direct experience by consumers will lead to a picture of good service quality, as well as a direct and positive effect on brand equity.
2. The results of the study show that Online Experience has a positive and significant effect on Brand Equity. Consumer experience in shopping online and only fixated on product descriptions listed online which is based on an assessment of the brand equity of the product.
3. The results of the study show that Online Experience has a positive and significant effect on Offline Experience. Indirect experience occurs when consumers are exposed to intangible aspects of marketing. Between online shopping experience and offline shopping experience there is a relationship. Because showing an online shopping experience with a rating on the website or application can affect offline purchases.
4. The results of the study show that Online Experience has a positive and significant effect on Brand Equity with Offline Experience as mediation. This is evidenced by the results of research which state that Offline Experience functions as a mediation between the other two concepts. The existence of an online experience that is felt by consumers through websites or social media

makes consumers get useful and complete information that has the intention of shopping directly/offline experience. Consumers will immediately shop when they get information online about a brand/product.

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