



Online Shopping Transformation: The Impact of Virtual Events on Brands

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ABSTRACT

Tokopedia needs an effective communication strategy to establish a strong and positive brand image. One of their efforts towards this is to create a brand experience through the virtual event of the Tokopedia WIB TV Show. This study aimed to analyze the impact of brand experience on Tokopedia's brand image through this virtual event on YouTube. The study also aimed to identify the key indicators of brand experience, namely sensorial, emotional, intellectual, and behavioral, which have the most important influence on brand image. This study used a quantitative approach and survey research methods, and the analysis was based on the theory of the communication persuasion matrix. The findings showed a strong correlation between brand experience through the virtual Tokopedia WIB TV Show on YouTube and Tokopedia's brand image. Furthermore, it was observed that an increase in brand experience has led to a positive increase in brand image. The four indicators of brand experience are integral to influencing brand image and cannot be viewed as separate entities.



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INTRODUCTION

Building a solid brand image is crucial for companies to excel against their competitors. A positive brand image can lead to higher levels of trust and attract potential consumers to use the products or services offered by the company (Calder et al., 2016). Brand image is formed through direct experiences with customers' brands. Therefore, creating positive experiences that can make a good impression on customers is crucial. According to Aaker and Biel (in Nathani & Budiono, 2021, p.954), brand image is consumers' assessment of a brand on the market, which can be created from personal experience, hearing about its reputation from others, or the media.

Companies can establish a positive brand image by creating unforgettable brand experiences through special events. Keller identifies two main factors contributing to a brand's image: physical and psychological (Arsilenda *et al.*, 2021, p.1932). Physical factors include packaging design, logo, brand name, product function, and use. Psychological factors, such as emotions, beliefs, values, and personality, play a more significant role in shaping brand image. Brands offering unique experiences to engage with customers tend to generate more public interest (Tolba & Hassa, 2009). Therefore, companies strive to create

their own brand experiences. Positive experiences foster a deeper connection between the company and its audience, inspiring customer loyalty (Dwivedi & Donald, 2018). The unique experience created by the company adds value and distinguishes it from its competitors. Consistency is vital in creating and performing brand experiences to establish unique and engaging interactions, build good relationships between the company and customers, and increase brand awareness (Prianto et al., 2020; Colbert, 2009).

The brand experience is an internal subject and behavioral response that appears at various levels of interaction, both directly and indirectly and is related to matters regarding brand stimulation. Through this interactive experience, consumers will build preferences (Ebrahim *et al.*, 2016, p.1233; Knox, 2004). The brand experience can increase brand loyalty and image. Customers' experience with a brand can significantly impact their loyalty and perception of the company (Semadi & Ariyanti, 2018, p.21). Brand experience is influenced by sensory, emotional, intellectual, and behavioral factors. Creating a positive brand experience is essential for both small and large businesses. For example, Tokopedia, an e-commerce company in Indonesia, strives to offer a unique customer-to-customer platform with a

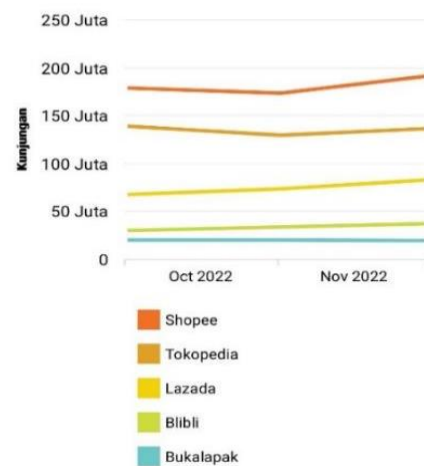


mission for global economic equality. Despite having competition from other sites like Shopee and Lazada, Tokopedia continues to look for ways to remain competitive, even though Shopee had more website visits in December 2022.

In mid-2020, Tokopedia launched an innovative online event called "Tokopedia Waktu Indonesia Belanja (WIB) TV Show" (Tokopedia Indonesian Shopping Time TV Show), which was well-received by millions of Indonesians, particularly KPOP music lovers. The event is broadcast on the 25th of every month and includes talk shows, game plays, performances, and more. The program is aired on national television, YouTube, and the Tokopedia app. According to Hilda Kitti, Vice President of Marketing Tokopedia, the company noticed that many of their consumers were fans of Korean entertainment, especially KPOP (Yeo, 2022).

To remain relevant to its audience, Tokopedia created unique events to increase engagement with its consumers. The show features performances by popular KPOP bands like BTS and Blackpink, attracting the attention of fans worldwide. The Tokopedia WIB TV Show also offers significant discounts on various products during the event. Notably, the show chose an Indonesian YouTuber, Jang Hansol, who speaks fluent Korean and Indonesian, as an MC, making it easier for international fans to enjoy the show. The KPopChart Team (2020) reported that many international fans praised the show's stage and excellent production quality.

Figure 1. E-Commerce Visits



Source: Ahdiat (2023)

Creating a brand experience through events is an excellent way to engage the public. The experience becomes more authentic when the public participates in the brand's activities. Tokopedia utilizes this method to communicate its brand and generate interest from the public. Virtual events provide a brand experience and help improve Tokopedia's brand image. By choosing virtual events to connect with the public, Tokopedia aims to embed its brand image in the minds of viewers who experience the Tokopedia WIB TV Show virtual event.

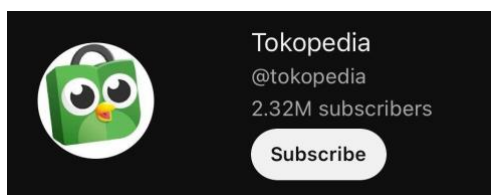
METHODOLOGY

To collect data, researchers distributed closed questionnaires with predetermined answer options on the social media accounts of KPOP fanbases. The Likert scale was utilized to measure variables, which assess a person's attitude

toward a determined object. A scale of 1-4 was chosen to prevent data loss and encourage honest responses. The questionnaire will include statements ranked on a scale of strongly agree (4), agree (3), disagree (2), and strongly disagree (1).

Data collection in this research was carried out online, with samples representing the population that met the characteristic specifications determined by the researcher. At the Tokopedia WIB TV Show virtual event, KPOP idols are always present, so the questionnaire was distributed to KPOP fanbase accounts via Twitter because KPOP fans tend to be more active in using Twitter social media. KPOP fans build networks through fanbases on Twitter and build communities through Twitter, so the researcher chose to distribute questionnaires via Twitter. The respondents were subscribers to the Tokopedia YouTube account, with 2.32 million people recorded as of March 31, 2023.

Figure 2. Subscribers of YouTube Tokopedia



Source: YouTube Tokopedia (2023)

For this research, the researcher implemented purposive sampling to target individuals who have viewed the virtual Tokopedia WIB TV Show, which provides brand exposure to the public. Purposive sampling allows the researcher to determine the characteristics of the sample to ensure that the respondents

accurately represent the targeted demographic and can answer the research hypothesis. The sample characteristics were established as follows:

1. Age: Respondents aged 17 and above were included in the research sample due to their increased maturity in absorbing visual content.
2. Followed the Tokopedia YouTube account and watched the Tokopedia WIB TV Show virtual event: Respondents needed to follow the Tokopedia YouTube account and watch the virtual event to ensure the validity of the research.
3. Participated in the "Choose your artist" poll: Respondents for this research were individuals who participated in the poll, indicating their excitement and interest in attending the Tokopedia WIB TV Show virtual event to see their favorite artists.
4. Downloaded the Tokopedia application: Respondents downloaded the Tokopedia application after watching the virtual event on YouTube to access the full version of the Tokopedia WIB TV Show virtual event on the Tokopedia Play feature.

RESULTS AND DISCUSSIONS

1. Respondent Profile

The purpose of this study is to examine how the virtual event, Tokopedia WIB TV Show, has influenced the Tokopedia brand in an explanatory manner. The research was conducted with 108 respondents who met the research sample criteria and completed the questionnaire. Of the respondents, 12 (11%) were male and 96 (89%) were female. The higher number of female respondents can be attributed to their preference for romantic, sad, beautiful, and entertaining things that sell various

imaginings that are different from reality, as noted by Handayani (2022). This is similar to Wicaksono's (2021) statement that networking is the primary benefit of events. Participants get to socialize and interact with like-minded individuals, forming personal or professional relationships, and discussing topics of interest (Putri & Irwansyah, 2020).

Out of the total number of respondents, the majority were in the age range of 17-22, which accounted for 80% or 87 respondents. The second highest age category was 23-28 years, with 17% or 18 respondents. Only one respondent fell under the age range of 29-34 years, making up just 1% of the total number of respondents. Two respondents were over 40 years old, resulting in a percentage of 2%. In terms of occupation, students had the highest percentage, with a total of 81 respondents or 75%. Civil servants and private employees came in second with 11% or 12 respondents. Among the students, 7%, or eight respondents, worked while studying. Two respondents worked as entrepreneurs, accounting for 2% in that category. The remaining 5% were categorized as "other," with five respondents working various jobs such as reporters, honorary teachers, or teachers who are not civil servants.

Table 1 Frequency of Respondents Using YouTube

Category (times/day)	Frequency	Percentage (%)
1-3	37	34
4-6	40	37
7-9	11	10
>10	20	19

Total	108	100
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Source: Author's Calculation (2023)

It is important to note that 75% of the respondents in this study were students or individuals currently pursuing higher education, all falling within the age range of 18-25 years (Arosna et al., 2014, p. 1). As a result, it is not surprising that the majority of respondents (80%) were aged between 17-22, which is considered the teenage and early adulthood stage. Additionally, all respondents were active users of YouTube, with 37% of them opening the app 4-6 times per day and 53% spending 1-3 hours per day on the platform. The high frequency and duration of YouTube usage among individuals aged 17-22 can be attributed to the fact that, during the Covid-19 pandemic, teenagers tend to experience stress when confined to their homes. As clinical psychologist Nanda Rossalia, M.Psi. from the Indonesian Psychological Association (HIMPSI) explains, individuals in this age range feel more free outside the home, which drives them to seek solace in social media and the internet. This type of escapism often leads to the development of parasocial relationships, where fans feel intimately connected to their idols after following their activities on social media (Liputan.com, 2022).

Table 2 Motive of Respondents Using YouTube

Category	Frequency	Percentage (%)
Create Content	4	2
Information	77	38
Entertainment	106	52



Source: Author's Calculation (2023)

2. Mean Score of Variables

Based on Table 3, the respondents agreed that the virtual Tokopedia WIB TV Show had sensorial, emotional, intellectual, and behavioral factors. The overall mean score for the sensorial indicators was 3.74, with the highest mean score of 3.82 for the statement, "I watched the virtual Tokopedia WIB TV Show because it featured KPOP idols such as BTS, Blackpink, NCT, and others." The lowest mean score was 3.65 for the statement, "The video and audio at the Tokopedia WIB TV Show virtual event are clear and good." Meanwhile, the overall mean score for the emotional indicator was 3.59, with the highest mean score of 3.67 for the statement, "I enjoy watching the Tokopedia WIB TV Show virtual event because it features KPOP music performances."

The lowest the mean score was 3.49 for the statement, "I can trust the statements made by KPOP idols such as BTS, Blackpink, NCT, and others as speakers at the Tokopedia WIB TV Show virtual talk show." Based on Table 3, the overall mean score for the intellectual indicator was 3.39, with the highest mean score of 3.48 for the statement "The program at the Tokopedia WIB TV Show virtual event is by Tokopedia's tagline, namely 'Selalu Ada, Selalu Bisa' (Always Exist, Always Available)." The lowest mean score was 3.33 for the statement, "I am looking for further information about the Tokopedia brand after watching the Tokopedia WIB virtual event TV show." Regarding the behavioral indicator, respondents agreed that behavioral factors were found in the Tokopedia WIB TV Show virtual event, with an overall mean

score of 3.32. The highest mean score for behavioral indicators was 3.67 for the statement "I sang along when watching KPOP music performances on the Tokopedia WIB TV Show virtual event," and the lowest mean score was 3.00 for the statement "I subscribed to the Tokopedia YouTube account after watching the Tokopedia WIB TV Show virtual event."

Table 3. Mean Score of Variable Brand Experience

Indicators	Questions	MS	Sig.
Sensorial	The video and audio at the Tokopedia WIB TV Show virtual event are clear and good	3.65	Agree
	I watched the virtual Tokopedia WIB TV Show event because it featured KPOP idols such as BTS, Blackpink, and NCT	3.82	Agree
	The Tokopedia WIB TV Show virtual event invited KPOP idol singers like BTS, Blackpink, and NCT	3.75	Agree
Overall Mean Score		3.74	Agree
Emotional	The presence of KPOP idols, such as BTS, Blackpink, NCT, and others, at the Tokopedia WIB TV Show virtual event, was a surprise for me	3.61	Agree
	I enjoy watching the Tokopedia WIB TV Show virtual event because it features KPOP music performances	3.67	Agree
	I can trust the statements made by KPOP idols such as BTS, Blackpink, NCT, and others as	3.49	Agree



	speakers at the Tokopedia WIB TV Show virtual talk show		
Overall Mean Score		3.59	Agree
Intellectual	I looked for further information about the Tokopedia brand after watching the virtual Tokopedia WIB TV Show	3.33	Agree
	The Tokopedia WIB TV Show virtual event program is based on Tokopedia's tagline, "Selalu Ada, Selalu Bisa (Always Exist, Always Available)"	3.48	Agree
	The Tokopedia WIB TV Show virtual event made me understand Tokopedia products and services	3.36	Agree
Overall Mean Score		3.39	Agree
Behavioral	I sang along when watching KPOP music performances on the Tokopedia WIB TV Show virtual event	3.67	Agree
	After watching the Tokopedia WIB TV Show virtual event on YouTube, I continued downloading the Tokopedia application	3.30	Agree
	I subscribed to the Tokopedia YouTube account after watching the Tokopedia WIB TV Show virtual event	3.00	Agree
Overall Mean Score		3.32	Agree

Source: Author's Calculation (2023)

According to the data presented in Table 4, the average score for the emotional indicator is 3.67, which indicates that the respondents agree that Tokopedia has an emotional factor. The highest emotional mean score of 3.72 was observed in the statement "I feel amazed by Tokopedia, which has succeeded in holding the Tokopedia WIB TV Show virtual event," while the lowest score of 3.61 was recorded in the statement "Tokopedia always collaborates with idol figures that customers admire." On the other hand, the overall mean score for the trust indicator is 3.47, indicates that the respondents agree that the trust factor is present in the brand image of Tokopedia. The highest mean score of 3.81 was found in the statement "Tokopedia is an e-commerce brand that can hold virtual events by inviting world-famous KPOP idols such as BTS and Blackpink," while the lowest score of 3.35 was recorded in the statement "After watching the Tokopedia WIB TV Show virtual event, I have become more confident in shopping at Tokopedia." As for the value indicator, the overall mean score is 3.44, indicating that respondents agree that the value factor is present in Tokopedia.

The highest mean score is in the statement "Tokopedia is an e-commerce platform that can fulfill needs and desires because it sells complete product categories" (3.46), while the lowest is in the statement "Tokopedia's customer service can be contacted 24 hours" (3.42). Finally, the overall mean score for the personality indicator is 3.53, indicating that the respondents agree that the personality factors that describe the brand are present in the brand image of

Tokopedia. The mean personality score was 3.59 for the statement "The Tokopedia WIB TV Show virtual event described Tokopedia as an innovative e-commerce platform," while the lowest score of 3.45 was recorded in the statement "Tokopedia is an e-commerce brand that cares about Indonesian micro, small, and medium enterprises (UMKM)."

Table 4. Mean Score of Variable Brand Image

Indicators	Questions	MS	Sig.
Emotional	I am amazed at Tokopedia which has succeeded in holding the Tokopedia WIB TV Show virtual event	3,72	Agree
	Tokopedia is an Indonesian E-Commerce that makes you proud	3,69	Agree
	Tokopedia constantly collaborates with idol figures that I admire	3,61	Agree
Overall Mean Score		3.67	Agree
Trust	After watching the Tokopedia WIB TV Show virtual event, I have become more confident in shopping at Tokopedia	3,43	Agree
	Tokopedia is an e-commerce that can hold virtual events by inviting world-famous KPOP idols such as BTS and Blackpink	3,81	Agree
	Service on Tokopedia always produces positive comments	3,37	Agree
Overall Mean Score		3.53	Agree

Value	Tokopedia is an e-commerce that can fulfill consumers' needs and desires because it sells complete product categories	3,46	Agree
	Tokopedia customer service can be contacted 24 hours	3,42	Agree
	Tokopedia is an e-commerce that consistently innovates compared to its competitors	3,45	Agree
Overall Mean Score		3.44	Agree
Personality	The virtual event Tokopedia WIB TV Show describes Tokopedia as an innovative e-commerce	3,59	Agree
	Tokopedia is an e-commerce brand that cares about Indonesian micro small and medium enterprises (UMKM)	3,45	Agree
	Tokopedia is a company that helps achieve economic equality in Indonesia	3,56	Agree
Overall Mean Score		3.53	Agree

Source: Author's Calculation (2023)

According to the mean score calculation, among the four indicators, the behavioral indicator has the lowest score in the brand experience variable. Brakus *et al.* (2009) suggest that the brand experience should be designed keeping in mind the behavioral patterns and lifestyle of the target audience. Conducting the Tokopedia WIB TV Show virtually will undoubtedly influence the actions taken by the respondents. Ramadhan and

Wiksana (2022, p. 209) suggest that television viewers typically pay little attention to broadcast promotions or advertisements. Viewers tend to only enjoy the main event, such as when guest stars or main actors appear, but they tend to ignore brand promotions or advertisements. This behavior is not only observed when watching television but also when watching streaming events. Therefore, it is not surprising that the lowest score for the brand image variable is attributed to the behavioral indicator, compared to the other three indicators.

In terms of brand image, the value indicator has the lowest MS compared to other indicators. In addition, when it comes to behavioral indicators of brand experience, respondents usually encounter promotional displays or receive values conveyed by event sponsors. Unfortunately, this type of information often fails to be conveyed effectively to respondents. According to edited.com (2022), advertising messages are only effective if displayed at the right time and momentum. Therefore, it is crucial to conduct audience analysis precisely to ensure that the target is appropriate, and media selection is also essential to conveying the advertising message effectively. To socialize company values, companies should not rely solely on advertising but can also make offers, innovate, and improve quality to change consumer perceptions (Shimp in Cahyaningrum, 2017, p. 12; Dewi & Sugandi, 2019).

According to David and Naning's research in 2022, sensorial indicators play a significant role in the brand experience

variable. This is because companies often promote their brand through endorsements and collaborations with local and international artists, leading to a high level of MS in this indicator (p.3003). KPOP fans are known for actively following their idols and are loyal to their idol group. Therefore, they tend to participate in events or occasions related to KPOP idol groups. This activity allows them to show support for their idols, reduce stress, and experience pleasure while watching their idols perform (Vannessa, 2022).

The trust indicator has the highest mean score in the brand image variable compared to the other three indicators. This high mean score proves that Tokopedia has held virtual events by inviting world-renowned KPOP idols such as BTS and Blackpink. These idols have appeared multiple times since 2020. However, the lowest score for the brand image variable is on the trust indicator. This indicates that respondents have a low level of trust in Tokopedia. It can be understood that Tokopedia is an e-commerce company with a C2C or Customer-to-Customer type. This means that direct interactions and transactions take place between sellers and buyers, and the products sold are not made directly by Tokopedia. Tokopedia only serves as a platform or service where sellers and buyers transact (Fenalosa, 2018; Amalia *et al.*, 2018). Based on the mean score calculation, it can be interpreted that respondents trust Tokopedia because it can hold virtual events by inviting international KPOP idols. However, respondents have less trust in Tokopedia when it comes to guaranteeing the quality of its products.



To ensure the success of its virtual event, Tokopedia must focus on three key aspects: Entertainment, Excitement, and Enterprise (Hoyle in Jacqueline & Kusniadji, 2018, p. 369). In terms of entertainment, YouTube serves as a popular source of entertainment for 52% of respondents. Various videos on YouTube can provide entertainment, information, or inspiration. Additionally, YouTube is easily accessible through various devices, making it a prominent advantage (Mahendra, 2020). When respondents watched the Tokopedia WIB TV Show virtual event on YouTube, they felt as though they were physically present, leading to personal interaction between Tokopedia and the respondents. Further, in terms of excitement, the Tokopedia WIB TV Show virtual event on YouTube provided a positive atmosphere. Respondents agreed that the Tokopedia WIB TV Show virtual event on YouTube generated feelings of joy, awe, surprise, and trust. Lastly, in terms of enterprise, the virtual event showcased Tokopedia's brand personality as an innovative brand, which was successful according to respondents. Respondents also stated that, after watching the virtual event, they were more likely to make purchases on Tokopedia.

3. Effect Test

The effectiveness of communication at the Tokopedia WIB TV Show virtual event was analyzed using the Communication Persuasion Matrix model by William McGuire (in Windriani, 2016, p. 14). The study revealed that Tokopedia, as the virtual event organizer, played the role of the source or communicator. The main aim of the Tokopedia WIB TV Show virtual event was to demonstrate the company's commitment to #SelaluAdaSelaluBisa

(#AlwaysExistAlwaysAvailable), create opportunities through collaboration with strategic partners, and facilitate access. Tokopedia designed the messages and delivered them through various programs during the event. The audience who watched the Tokopedia WIB TV Show virtual event were the recipients. Although Tokopedia used several channels to broadcast the event, the research focused only on the YouTube media channel. YouTube was found to be advantageous as a complete source of information, income media, social media in the form of sharing media, promotional media, which can be accessed anytime and anywhere, entertainment sources, audio-visual content to be more interesting, and learning media.

The Tokopedia WIB TV Show virtual event was organized by the output factor and uploaded on the Tokopedia YouTube account. The participation of KPOP idols as brand ambassadors for Tokopedia garnered attention and trended on social media. The positive response from the public and KPOP fans showed love for this program, which created a comfortable space for both fans and idols. Respondents agreed that the message conveyed was easily understood and memorable. They gained new insights into Tokopedia's tagline, "Always Exist, Always Available," and related products and services available on the platform. In terms of memory retention, Tokopedia ranked among the top two most visited e-commerce sites based on the number of visits. The impact of the WIB TV Show was evident in the increased sales, business traffic, number of orders, and new customer acquisition, which reached its peak during the period of the show (Yeo, 2022).

When it comes to understanding a message, respondents process the pros and



cons, interpretive perceptions, cognitive connections, and emotional reactions. According to the communication persuasion matrix model, the Tokopedia WIB TV Show virtual event helps form the Tokopedia brand image, as it is a recognized form of learning among its audience.

highlighting the latest offers on the Tokopedia app, such as flash sales, discounts, and cashback promotions. For a company to establish a strong brand, it must engage in persuasive communication activities. Such activities help to build public trust and encourage them to choose the company's brand (Saragi et al., 2020, p. 68).

Tokopedia uses the virtual event Tokopedia WB TV Show to create brand experiences and promote its brand image. This type of persuasive communication has had positive results, as respondents report having a more positive view of Tokopedia after watching the virtual event. Tests of variables X and Y show a positive relationship between brand experience and brand image. Consistently providing brand experiences leads to an increase in the brand image of 10.407, while an increase in brand experiences leads to an increase in the brand image of 0.930.

Table 5. Effect Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.407	3.403		3.058	.003
	Brand Experience	.930	.069	.797	13.569	.000

a. Dependent Variable: Brand Image

Source: Author's Calculation (2023)

According to the influence test results, the statistical hypothesis Ho has been rejected while Ha has been accepted. This implies that holding the Tokopedia WIB TV Show virtual event on YouTube has influenced the brand experience and image of Tokopedia. The correlation coefficient test also revealed a strong relationship between brand experience and brand image with a value of 0.797. The Tokopedia WIB TV Show virtual event was designed to inform the public about Tokopedia's products and services and encourage them to consider Tokopedia as their preferred online shopping solution. Hilda Kitt, Vice President of Marketing at Tokopedia, explained that the program serves as a platform for customers to learn more about their products and services (Yeo, 2022). The show includes entertaining content as well as promotional segments

Table 6. Mean Score (MS)

Variable	MS	Interpretation
Brand Experience (X)	3,50	Agree
Brand Image (Y)	3,51	Agree

Source: Author's Calculation (2023)

Based on the research conducted, the mean scores for both variables are quite similar. The brand experience variable has a mean score (MS) of 3.50, while the brand image variable has a MS of 3.51. This suggests that the participants agree that they had a positive brand experience while attending the Tokopedia WIB TV Show virtual event on YouTube, and that the Tokopedia brand image is perceived positively.

After testing the mean score of variable X, which is a brand experience, it



was found that the behavioral indicator had the lowest CSO value compared to the other three indicators. According to Brakus et al. (2009), physical brand experiences are linked to behavioral patterns and lifestyles. The virtual Tokopedia WIB TV Show event was not held face-to-face, which may have affected respondents' actions. Ramadhan and Wiksana (2022, p. 209) suggest that audiences may not pay full attention during promotions and instead enjoy events for the guest stars or main event. As a result, respondents' behavioral patterns and lifestyles may not change significantly. This is similar to TV advertisements, which viewers tend to skip (Ramadhan & Wiksana, 2022, p. 209).

In variable Y, which is brand image, the value indicator had the lowest CSO score or value compared to other indicators. Similar to the behavioral indicators of brand experience, shows related to promotions or company values may not effectively convey information to respondents. Advertising messages are ineffective if displayed at the wrong time or momentum. Therefore, precise audience analysis is necessary to ensure the appropriate target audience is reached, and media selection is appropriate to make the advertising message effective (Doyle, 2001; edited.com, 2022). To socialize company values, companies should not rely solely on advertising, but instead, innovate and improve quality to change consumer perceptions (Cahyaningrum, 2017, p. 12).

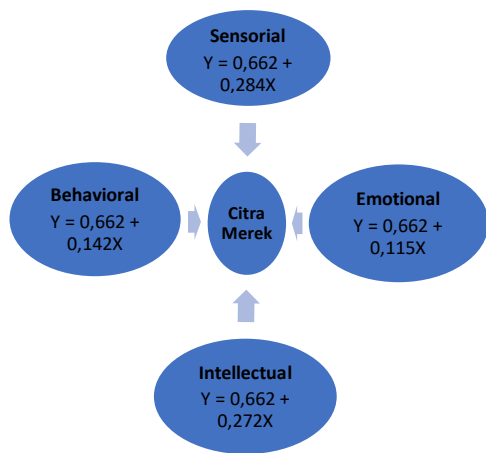
The sensorial indicator for variable X, which is the statement "I watched the Tokopedia WIB TV Show virtual event because it featured KPOP idols such as BTS, Blackpink, NCT, and other KPOP idols," has the highest value of 3.82. This statement's high MS follows David and

Naning's statement in 2022, page 3003, which suggests that companies typically engage in endorsements and collaborations with local and international artists as a promotional method. KPOP fans are usually dedicated followers of their idols' activities and groups, so KPOP idol group activities will always involve their fans. Fans do this to show their support for their idols and also to reduce stress and experience pleasure, as noted by Vanessa (2022).

The highest-rated statement in variable Y is about Tokopedia's ability to host virtual events with world-famous KPOP idols like BTS and Blackpink. This statement has an MS score of 3.81 and is part of the trust indicator. The high MS value indicates that Tokopedia has successfully hosted virtual events with these idols multiple times since 2020. On the other hand, the lowest-rated statement with an MS score of 3.35 is about the quality guarantee of all products on Tokopedia. This low score is understandable since Tokopedia is a customer-to-customer e-commerce platform where sellers interact directly buyer satisfaction. Therefore, Tokopedia does not produce the products themselves but only provides a platform for sellers. This new finding is significant as it shows that the trustworthiness of Tokopedia varies across different aspects of the platform. Based on the MS calculation results, respondents can trust Tokopedia's ability to host virtual events with international KPOP idols but may have some doubts about the quality guarantee of its products.

Figure 3. Partial Regression Test Results





Source: Created by Author (2023)

From the partial regression test, it is evident that the brand experience indicator has a low value. Brand experience is made up of four indicators: sensorial, emotional, intellectual, and behavioral. To achieve a good brand experience, all four indicators must be implemented together. Doing only part of them will lead to an unsatisfactory brand experience. According to Table 5, brand experience and brand image have a strong correlation with a value of 0.797.

Table 7. Determination Coefficient Test Result

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797 ^a	.635	.631	3.77373
a. Predictors: (Constant), Brand experience				
b. Dependent Variable: Brand image				

Source: Author's Calculation (2023)

The results of this research indicate that brand experience has a significant impact on brand image - accounting for 63.5% of the influence. The remaining 36.5% is attributed to other factors, which were not the focus of this study. These factors include quality, reliability, benefits, service, risks, price, and the

brand's overall image (Widyana & Saputra, 2015, p. 53). Furthermore, a strong brand image can facilitate innovation potential (Sembiring & BR, 2020, p. 11). By developing and branding unique features, materials, technology, services, and programs, a brand can outcompete its rivals. Additionally, building credibility and legitimacy is crucial for creating a positive brand image. Effective communication and memorable product names can also aid in summarizing important information.

CONCLUSION

Based on this research, it can be concluded that brand experience through virtual events has a significant impact on brand image. When brand experience is positive, it has a positive influence on brand image. Therefore, event organizers should focus on improving the brand experience in virtual events to enhance the brand image. There are four indicators of brand experience: sensorial, emotional, intellectual, and behavioral. These indicators are interconnected and have equal importance in shaping the brand image. Therefore, virtual event managers should not disregard any of these indicators. While all four indicators of brand experience have an equal impact on brand image, respondents pay more attention to sensorial indicators. Additionally, building trust has the most significant influence on the brand image. Therefore, virtual events should prioritize sensorial indicators and aim to build trust to create a positive brand image.

The communication persuasion matrix model consists of input and output factors. The input factor comes from the brand, and the communicator delivering the message is crucial for the audience to receive it effectively. The communicator



should be able to speak effectively and use non-verbal communication to capture the audience's attention. Therefore, organizers of virtual events should carefully choose the communicator to deliver the message. The output factor in the communication persuasion matrix model is the virtual event itself. To achieve success, organizers should focus on the 3E aspects: entertainment, excitement, and enterprise. The event must be beneficial for the audience, provide positive enthusiasm, and be creative and attractive to the participants.

CREDIT AUTHORSHIP CONTRIBUTION STATEMENT

Gianina: Writing-Conceptual Draft, Methodology; **Prida:** Methodology, Writing, Data curation, Draft Compilation, Supervision; **Widi:** Methodology, Writing, Investigation; **Hangsing:** Data curation, Reviewing and Editing.

DECLARATION OF COMPETING INTEREST

We certify that there is no conflict of interest with any financial, personal, or other relationships with other people or organizations related to the material discussed in the manuscript.

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