The Influence of Brand Experience, Brand Engagement, and E-WOM on Brand Equity of Lenovo Laptop Products

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A B S T R A C T

This study aimed to analyze the influence of brand experience, brand engagement, and electronic word of mouth (e-WOM) on brand equity for Lenovo laptop products. The research employed a quantitative method with purposive sampling, collecting data from 160 Lenovo users in Indonesia through structured questionnaires. Data analysis utilized validity and reliability tests, classical assumption tests, and multiple linear regression. The findings revealed that brand experience, brand engagement, and e-WOM had positive and significant effects on brand equity. Among these, e-WOM had the strongest impact, indicating the critical role of consumer communication in enhancing brand perception. Although the research successfully highlights important factors influencing brand equity, it is limited by the demographic concentration of young respondents and the reliance on self-reported data. This study contributes originality by integrating brand experience, engagement, and e-WOM in a single model within the Indonesian technology market context. It offers practical value for marketers seeking to strengthen brand positioning in increasingly digitalized markets.

Keyword: brand experience, brand engagement, e-WOM, brand equity, Lenovo.

Acknowledgment

INTRODUCTION

The rapid development of information technology has significantly driven the growth of the laptop industry in Indonesia. With increasing demands for productivity, entertainment, and mobility, laptops have become an essential part of modern lifestyles. Laptops simplify and accelerate many tasks and activities (Syahputra et al., 2022). Among the well-known brands in Indonesia, Lenovo stands out by offering a variety of laptops tailored to different consumer needs, from daily usage to business and gaming. However, the fierce competition in the industry pushes Lenovo to continuously innovate and strengthen its relationships with consumers.

In today's dynamic market, brand image has become a crucial global issue across various industries, including technology. Consumers no longer make purchase decisions solely based on functionality; rather, perceptions, emotions, and the values attached to brands play increasingly important roles. The digital environment accelerates information dissemination, where brand reputations can be quickly built or destroyed through social media, online reviews, and digital marketing campaigns. Moreover, Millennials and Generation Z, who dominate global markets, show loyalty toward brands aligned with social and environmental values (ESG). Therefore, companies like Lenovo must not only deliver high-quality products but also create a strong, transparent brand narrative that addresses global issues such as digitalization, inclusivity, and sustainability. Failure to manage brand image effectively could result in a decline in brand equity, loss of market share, or even consumer boycotts.

A strong brand image is fundamental to building consumer trust, reducing purchase risk, and enhancing perceived quality and value. Positive brand experiences encourage customer loyalty and foster favorable electronic word of mouth (e-WOM), which has become a major driver of purchasing decisions and brand awareness in the digital era. Electronic word of mouth (e-WOM) remains an effective communication method in digital marketing, as technological advancements continue to expand the scale of interaction between brands and consumers (Hafizah & Kussudyarsana, 2024). In addition, in the face of fierce competition withafih brands such as HP, Dell, Asus, and Acer, a unique brand image based on innovation and service allows Lenovo to differentiate itself and attract specific market segments (Ramadhan Hasril & Pinem, 2021). According to a report by International Data Corporation (IDC), Lenovo dominated the global laptop market in the first quarter of 2024 with 13.7 million units shipped, achieving a 23% market share, with its ThinkPad and Yoga series being particularly popular (GoodStats Data, 2024)

Success in modern marketing is no longer determined merely by product quality but also by how consumers experience and interact with the brand. Brand experience, encompassing sensorial, emotional, intellectual, and behavioral dimensions, plays a critical role in shaping consumer satisfaction and loyalty (Jo ˇ Sko Brakus et al., 2009; Lesmana et al., 2023). Furthermore, brand engagement, defined as the emotional, cognitive, and behavioral involvement of consumers with a brand, is crucial for building strong, lasting relationships (Hidayat et al., 2024). Consumers who are highly engaged actively seek information, interact with brands, and share their experiences.

Another important factor is electronic word of mouth (e-WOM), where consumers share opinions and experiences digitally, influencing the perceptions and decisions of others (Febrian & Fadly, 2021; Thoa & Cuong, 2024). Positive e-WOM significantly enhances brand equity by building trust and broadening consumer awareness. Research by Sohaib et al. (2023) demonstrated that brand experience positively impacts brand equity, while Tanamal et al. (2022) found a strong link between brand engagement and brand equity. Nevertheless, findings by Ivanka et al. (2023) indicated that brand engagement may not always positively influence brand equity, highlighting the need for further investigation depending on brand context and consumer behavior. In terms of e-WOM, studies by Pasha & Sari (2019); Pertiwi (2021) confirmed its significant positive impact on strengthening brand equity.

However, previous research has often examined these variables separately and lacked an integrated approach, particularly in the context of Asian brands like Lenovo. Additionally, much prior research has focused on Western brands and has not sufficiently explored the influence of newer digital platforms such as TikTok and YouTube. Methodologically, many studies relied only on simple regression analysis, limiting the depth of understanding regarding the complex relationships among brand experience, brand engagement, e-WOM, and brand equity. Thus, this study seeks to fill these research gaps by examining the integrated influence of brand experience, brand engagement, and e-WOM on Lenovo's brand equity in Indonesia, identifying the most dominant factor among them.

This research aims to contribute theoretically by enriching the literature on digital marketing, brand management, and consumer behavior in the technology sector Brodie et al. (2011), and practically by providing insights and strategic recommendations for Lenovo’s marketing team to enhance consumer experiences, foster deeper engagement, and optimize the positive impact of e-WOM (Thoa & Cuong, 2024). By understanding how these three factors interact to shape brand equity, this study is expected to assist Lenovo in developing more effective marketing strategies in a highly competitive and digitally-driven marketplace.

RESEARCH METHOD

This research employs a quantitative method designed to systematically collect, measure, and analyze numerical data. Quantitative methods are characterized by rigorous research design, careful sample selection, data collection through structured instruments, and statistical analysis to test hypotheses objectively (Wajdi et al., 2024). The objective of this study is to evaluate the influence of brand experience, brand engagement, and electronic word of mouth (e-WOM) on brand equity in Lenovo laptop products.

The population for this study consists of all consumers in Indonesia who have purchased and used Lenovo laptops. A deep understanding of the population ensures that findings are generalizable to the broader market (Candra Susanto et al., 2024). The sampling method used is purposive sampling, a form of non-probability sampling where selection criteria are based on specific attributes: individuals aged over 17 years and experienced in using Lenovo laptops (Khaidir Ali Fachreza et al., 2024). The study collected responses from 160 participants.

Primary data were collected directly through a structured questionnaire. The questionnaire contained statements related to brand experience, brand engagement, e-WOM, and brand equity, measured on a five-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree". This allowed for nuanced responses and reliable quantification of consumer perceptions. Data was collected digitally to ensure accuracy and to facilitate standardized measurement.

The study defines four variables. The independent variables are brand experience (X_1), brand engagement (X_2), and electronic word of mouth (X_3), while the dependent variable is brand equity (Y). Brand experience refers to consumers' sensory, emotional, cognitive, and behavioral interactions with a brand (Thoa & Cuong, 2024). Brand engagement is the cognitive, emotional, and behavioral commitment of consumers toward a brand (Adzimaturrahmah & Wibowo, 2019). E-WOM involves the online dissemination of opinions and reviews regarding products and services (Lesmana et al., 2023). Brand equity encompasses the added value associated with a brand name and symbol (Sofiani & Colline, 2018).

Data analysis was performed using IBM SPSS Statistics software. The initial stages involved validity and reliability tests. Validity tests ensured that questionnaire items accurately measured the intended constructs while reliability tests used Cronbach’s Alpha, with thresholds above 0.6 indicating acceptable reliability (Ghozali, 2016).

RESULTS

The respondents in this study are individuals who have purchased and used Lenovo laptops, with primary data collected through online questionnaires distributed via Google Forms. A total of 160 valid responses were obtained. Based on gender distribution, 56.3% of the respondents were male (90 individuals) and 43.8% were female (70 individuals), indicating slightly higher male participation in this research.

In terms of age, the majority of respondents (83.1%) were aged between 21 and 30 years, reflecting that Lenovo laptop users in this study are predominantly young adults. Other age groups included respondents aged 17–20 years (10.6%), 31–40 years (5%), and a small portion aged 41–50 years (1.2%). This age distribution highlights that the research predominantly represents opinions from a younger, digitally active demographic.

Regarding employment status, the largest proportion of respondents were university students (42%), followed by private-sector employees (33%), high school students (11%), entrepreneurs (8%), and civil servants (6%). This diversity indicates that most Lenovo laptop users in the sample are from academic backgrounds and private-sector workers, aligning with the primary user profiles for portable computing needs.

Data Instrument Results

Validity Test

Validity test is the process of testing and ensuring that the research instrument can produce accurate and reliable data for further analysis. If the correlation (calculated r) between an item and the total score is greater than the r table value at a significance level of 0.05, the item is considered valid, meaning it can measure the concept being studied well. On the other hand, if the calculated r is smaller than the r table, the item is invalid and needs to be revised or removed (Janna & Herianto, 2021).

1. Validity of the Brand Experience Variable (X1)

Table 1. Validity of the Brand Experience Variable

Variable	R Count or calculate	R_{table}	Information or description
Brand Experince (X1)			

Variable	R Count or calculate	Rtable	Information or description
X1.1	0,784	0,155	Valid
X1.2	0,651	0,155	Valid
X1.3	0,854	0,155	Valid
X1.4	0,674	0,155	Valid

Source: primary data processed, 2025

Based on the results of the validity test shown in the table above, all question items in variable X1, which is brand experience, are considered valid. This is because the calculated correlation value ($R_{\text{Count or calculate}}$) is greater than the table value (R_{table}), which is 0.155.

2. Validity of the Brand Engagement Variable (X2)

Table 2. Validity of the Brand Engagement Variable

Variable	R Count or calculate	Rtable	Information or description
Brand Engagement (X2)			
X2.1	0,811	0,155	Valid
X2.2	0,657	0,155	Valid
X2.3	0,834	0,155	Valid

Source: primary data processed, 2025

Based on the results of the validity test shown in the table above, all the question items in variable X1, which is brand experience, are declared valid. This is because the correlation value ($R_{\text{Count or calculate}}$) is greater than the table value (R_{table}), which is 0.155.

3. Validity of the Brand Equity Variable

Table 3. Validitas Variabel Brand Equity

Variable	R Count or calculate	Rtable	Information or description
Brand Quality (Y)			
Y1.1	0,730	0,155	Valid
Y1.2	0,675	0,155	Valid
Y1.3	0,783	0,155	Valid
Y1.4	0,671	0,155	Valid

Source: primary data processed, 2025

Based on the results of the validity test shown in the table above, all question items on variable X1, namely brand experience, are declared valid. This is because the correlation value of ($R_{\text{Count or calculate}}$) is greater than the value of (R_{table}), which is 0.155.

Reliability Test

Table 4. Reliability X1

Reliability Statistics	
Cronbach's Alpha	N of Items
.726	4

Source: primary data processed, 2025

Referring to the table above, the results of the reliability test for the brand experience variable (X1) show that the variable is reliable, with a Cronbach's Alpha value of 0.726. A variable is considered reliable if it has a Cronbach's Alpha value greater than 0.6. Therefore, these results indicate that all question items in this variable are classified as reliable.

Table 5. Reliability X2

Reliability Statistics	
Cronbach's Alpha	N of Items
.646	3

Source: primary data processed, 2025

Referring to the table above, the reliability test results for the brand engagement variable (X2) indicate that the variable is deemed reliable, with a Cronbach's Alpha score of 0.646. A variable is generally regarded as reliable when its Cronbach's Alpha exceeds 0.6. Hence, these findings suggest that all the items used to measure this variable demonstrate an acceptable level of reliability.

Table 6. Reliability X3

Reliability Statistics	
Cronbach's Alpha	N of Items
.646	3

Source: primary data processed, 2025

According to the table above, the reliability test results for the electronic word of mouth (e-WOM) variable (X3) demonstrate that the variable is reliable, as indicated by a Cronbach's Alpha value of 0.646. A variable is typically considered reliable when its Cronbach's Alpha exceeds 0.6. Thus, all items measuring the e-WOM variable are confirmed to possess a satisfactory level of reliability..

Table 7. Reliability Y

Reliability Statistics	
Cronbach's Alpha	N of Items
.660	3

Source: primary data processed, 2025

Based on the table above, the reliability test results for the brand equity variable (Y) indicate that it has a good level of reliability, with a Cronbach's Alpha value of 0.660. Since a variable is regarded as reliable when its Cronbach's Alpha exceeds 0.6, it can be concluded that all items within the brand equity variable are both reliable and consistentResults of the Classical Assumption Test

Normality Test

Table 8. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		160
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.75683581
Most Extreme Differences	Absolute	.052
	Positive	.052
	Negative	-.050
Test Statistic		.052
Asymp. Sig. (2-tailed)		.200[c,d]

Source: primary data processed, 2025

Referring to Table 4.9 above, the results of the normality test show that the Asymp Sig. (2-tailed) value obtained is 0.200, which is greater than 0.05. Therefore, it can be concluded that the data in this analysis are normally distributed.

Multicollinearity Test

Table 9. Multicollinearity Test

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	.946	1.057
	X2	.663	1.509
	X3	.693	1.444

Dependent Variabel : Y

Source: primary data processed, 2025

Based on Table 4.10 above, the Tolerance value for the brand experience variable (X1) is 0.946, for the brand engagement variable (X2) is 0.663, and for the electronic word of mouth variable (X3) is 0.693. All Tolerance values are greater than 0.10, indicating that there are no multicollinearity issues from the Tolerance perspective. Meanwhile, the VIF values for each variable are 1.057 for brand experience (X1), 1.509 for brand engagement (X2), and 1.444 for electronic word of mouth (X3), all of which are below the maximum threshold of 10.00. Therefore, it can be concluded that there is no indication of multicollinearity among the independent variables in this regression model.

Heteroscedasticity Test

Table 10. Heteroscedasticity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.551	.901		3.942	.000
	X1	-.050	.035	-.116	-1.444	.151
	X2	-.023	.056	-.039	-.402	.688
	X3	-.093	.055	-.159	-.1693	.092

a. Dependent Variable: ABS_RE

Source: primary data processed, 2025

Based on the results of the heteroscedasticity test using the Glejser test in the table above, it can be seen that the significance values for each variable are as follows: the brand experience variable (X1) is 0.151, the brand engagement variable (X2) is 0.688, and the electronic word of mouth variable (X3) is 0.092. The significance values for X2 and X3 are greater than 0.05, indicating that there is no heteroscedasticity in the regression model for these variables. However, the significance value for X1 is less than 0.05, which means that heteroscedasticity is present in this variable.

Multiple Linear Regression Analysis

Table 11. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.261	1.435		2.272	.024
	X1	.180	.055	.208	3.262	.000
	X2	.410	.089	.349	4.587	.000
	X3	.429	.087	.365	4.906	.000

Source: primary data processed, 2025

Based on table 12, the multiple linear regression equation model can be obtained as follows:

$$\mathbf{Y = 3{,}261 + 0{,}180\ X_1 + 0{,}410\ X_2 + 0{,}429\ X_3 + \varepsilon}$$

The interpretation of the equation is as follows:

1) The coefficient value for the brand experience variable (X1) is 0.180. This positive regression coefficient indicates a direct relationship between brand experience and brand equity, meaning that the higher the brand experience, the more likely brand equity will increase.
2) The coefficient for the brand engagement variable (X2) is 0.410. This positive regression coefficient shows a positive linear relationship between brand engagement and brand equity, meaning that the higher the level of brand engagement, the more likely brand equity will improve.
3) The coefficient value for the electronic word of mouth (e-WOM) variable (X3) is 0.429. This positive regression coefficient indicates a direct relationship between e-WOM and brand equity, meaning that the higher the level of e-WOM, the more likely brand equity will increase.

Coefficient of Determination (R^2)

Table 12. Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.634[a]	.402	.390	1.801

a. Predictors: (Constant), X3, X2, X1

Source:primary data processed, 2025

Based on Table 13, the coefficient of determination (R^2) value listed in the R Square column shows a figure of 0.402. This means that the variables brand experience, brand engagement, and electronic word of mouth (e-WOM) collectively contribute 40.2% to brand equity. Meanwhile, the remaining 59.8% is influenced by other factors not included in this research model.

Hypothesis Testing

F-Test

Table 13. F-Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	329.651	3	109.884	34.930	,000[b]
	Residual	490.749	156	3.146		
	Total	820.400	159			

a. Dependent Variable: Y
b. Predictors: (Constant), X3, X2, X1
Source: primary data processed, 2025

Based on Table 14 above, it can be seen that the df value for regression is 3 and the df value for residual is 156, making the total df 159. The F-value obtained from the simultaneous test is 34.930, with a significance value of 0.000. Since the significance value is less than 0.05 (0.000 < 0.05), it can be concluded that this regression model is statistically significant. This means that the independent variables, consisting of brand experience, brand engagement, and E-WOM, have a significant simultaneous effect on Brand Equity as the dependent variable. Therefore, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted, which means that the regression model used in this study is suitable for explaining the effect of the three independent variables on the brand equity of Lenovo laptop products.

T-Test

Tabel 14 Results of the T-Test Analysis

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.261	1.435		2.272	.024
X1	.180	.055	.208	3.262	.001
X2	.410	.089	.349	4.587	.000
X3	.429	.087	.365	4.906	.000

a. Dependent Variable: Y
Source: primary data processed, 2025

The analysis results indicate that all three independent variable brand experience, brand engagement, and electronic word of mouth (e-WOM have a positive and significant partial effect on brand equity. This is evidenced by the t-values of each variable, which exceed the critical value, and their significance levels, all of which are below the 0.05 threshold. Specifically, brand experience has a t-value of 3.261 with a significance level of 0.001, brand engagement has a t-value of 4.587 with a significance level of 0.000, and e-WOM has a t-value of 4.906 with a significance level of 0.000. Therefore, it can be concluded that each of these variables significantly influences brand equity, leading to the rejection of the null hypothesis (H_0) and the acceptance of the alternative hypothesis (H_1). Overall, the t-test results indicate that all three independent variable brand experience, brand engagement, and electronic word of mouth (e-WOM have a positive and significant partial effect on brand equity for Lenovo laptop products.

Discussion

The Influence of Brand Experience on Brand Equity

The t-test results show that the brand experience variable has a positive and significant effect on brand equity, with a significance value of 0.001 (< 0.05) and a regression coefficient of 0.180. This means that the better the brand experience perceived by consumers when using Lenovo laptops, the higher the brand equity formed in the minds of consumers. Positive experiences create lasting impressions and strengthen emotional associations and perceptions of quality towards the brand. This finding is in line with research by Muliyah et al. (2020); Sohaib et al. (2023) which states that brand experience significantly shapes brand value through sensory, emotional, intellectual, and behavioral elements. This proves that brand experience is an essential foundation for strengthening a brand's position in a competitive market.

The Influence of Brand Engagement on Brand Equity

Based on the t-test results, the brand engagement variable also shows a positive and significant effect on brand equity, with a significance value of 0.000 and a regression coefficient of 0.410. This indicates that consumer engagement—emotionally, cognitively, and behaviorally—with the Lenovo brand enhances positive perceptions of the brand and strengthens consumer loyalty. This result is supported by research by Tanamal et al. (2022), which found that consumer engagement drives brand equity through active consumer participation in promotional activities, information seeking, and brand communication. High engagement increases the likelihood of long-term loyalty and beneficial e-WOM.

The Influence of Electronic Word of Mouth (e-WOM) on Brand Equity

The electronic word of mouth (e-WOM) variable is also shown to have a positive and significant effect on brand equity, with a significance value of 0.000 and the highest regression coefficient of 0.429. This indicates that reviews and recommendations from consumers on digital platforms such as social media, forums, or review sites have a significant impact in shaping consumer perceptions of the quality and credibility of Lenovo laptops. This research aligns with findings by (Pasha & Sari, 2019; Pertiwi, 2021), which reveal that positive electronic word of mouth (e-WOM) significantly strengthens brand equity. In the digital context, consumers highly trust the opinions of others, making the intensity, valence, and content of electronic word of mouth (e-WOM) crucial factors in influencing purchase decisions and perceptions.

CONCLUSION

The results of this study conclude that brand experience, brand engagement, and electronic word of mouth (e-WOM) each have a positive and significant influence on the brand equity of Lenovo laptop products. Among these variables, electronic word of mouth was found to have the most dominant effect, demonstrating that consumer opinions and digital communication are vital elements in shaping brand perceptions. This answers the research question by confirming that brand experience, engagement, and e-WOM collectively enhance Lenovo's brand equity.

Based on these findings, it is recommended that Lenovo's marketing team continuously strengthen customer experience by offering personalized, memorable interactions with their products. Additionally, increasing brand engagement through interactive digital campaigns and loyalty programs can further build emotional connections with consumers. Finally, the company should actively manage and encourage positive e-WOM by leveraging satisfied customers to share their experiences across social media platforms and online communities. These practical actions are intended for Lenovo's marketing division to optimize brand strategy and secure competitive advantage in the dynamic technology market.

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