

ABSTRACT

The development of e-commerce in Indonesia, particularly in the beauty industry, has encouraged companies to create more engaging shopping experiences. Sociolla, as a brand implementing an omnichannel strategy, aims to provide a seamless and memorable shopping experience to strengthen Attachment with Store, which ultimately contributes to Brand Positivity. This study examines the influence of Memorable Shopping Experiences (MSE) on Attachment with Store and its impact on Brand Positivity. A quantitative approach was employed using the Partial Least Square - Structural Equation Modeling (PLS-SEM) method. Data were collected through an online questionnaire distributed to 100 active users of the Soco by Sociolla application over the past six months.

The findings indicate that MSE has a significant positive effect on Attachment with Store, suggesting that a memorable shopping experience enhances customer attachment to a store. Additionally, Attachment with Store positively influences Brand Positivity, although the effect is relatively smaller. This indicates that brand perception is shaped not only by store attachment but also by other factors such as product quality, communication strategies, and loyalty programs. This study highlights the crucial role of Memorable Shopping Experiences in fostering customer attachment and strengthening brand perception. Therefore, companies should optimize store aesthetics, customer service, and loyalty programs to build long-term customer relationships.

Keywords: *Memorable Shopping Experiences, Attachment with Store, Brand Positivity, Sociolla, Omnichannel.*