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Brand Equity Theory: Overall Brand Equity and Brand Preference in the Food Logistics Industry through Optimization of the Official Website

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Abstract: Advances in digital technology are driving companies in the food logistics industry to optimize their official websites as strategic marketing communication channels to enhance brand competitiveness. This study aims to analyze the application of Brand Equity Theory through website optimization in building Overall Brand Equity (OBE) and increasing Brand Preference in the food logistics industry. The proposed program focuses on improving the quality of website content, visual design, ease of navigation, information accessibility, and interactive communication to create a better user experience and strengthen brand value digitally. This study employs a descriptive qualitative approach through observation, in-depth interviews, documentation, and a literature review. Data analysis was conducted using the Miles and Huberman interactive model, which includes data reduction, data presentation, and drawing conclusions. The results indicate that website optimization can strengthen brand awareness, perceived quality, brand associations, and brand loyalty as the key dimensions of Overall Brand Equity. An increase in Overall Brand Equity subsequently leads to greater consumer trust and higher preference for the company's products and services. This study demonstrates that the application of Brand Equity Theory through website optimization is an effective digital marketing strategy for enhancing brand competitiveness and sustainability in the food logistics industry.

Keywords: Brand Equity Theory, Overall Brand Equity, Brand Preference, Website Optimization, Digital Marketing, Food Logistics Industry

Abstrak: *Perkembangan teknologi digital mendorong perusahaan pada industri logistik pangan untuk mengoptimalkan website resmi sebagai media komunikasi pemasaran strategis guna meningkatkan daya saing merek. Penelitian ini bertujuan menganalisis implementasi Brand Equity Theory melalui optimalisasi website dalam membangun Overall Brand Equity (OBE) serta meningkatkan Brand Preference pada industri logistik pangan. Program yang ditawarkan difokuskan pada peningkatan kualitas konten website, desain visual, kemudahan navigasi, aksesibilitas informasi, serta komunikasi interaktif untuk menciptakan pengalaman pengguna yang lebih baik dan memperkuat nilai merek secara digital. Penelitian menggunakan pendekatan kualitatif deskriptif melalui observasi, wawancara mendalam,* *dokumentasi, dan studi pustaka. Analisis data dilakukan menggunakan model interaktif Miles dan Huberman yang meliputi reduksi data, penyajian data, serta penarikan kesimpulan. Hasil penelitian menunjukkan bahwa optimalisasi website mampu memperkuat brand awareness, perceived quality, brand association, dan brand loyalty sebagai dimensi utama Overall Brand Equity. Peningkatan Overall Brand Equity selanjutnya berpengaruh terhadap meningkatnya kepercayaan serta preferensi konsumen terhadap produk dan layanan perusahaan. Penelitian ini menunjukkan bahwa penerapan Brand Equity Theory melalui optimalisasi website merupakan strategi pemasaran digital yang efektif untuk meningkatkan daya saing dan keberlanjutan merek pada industri logistik pangan.*

Kata Kunci: *Brand Equity Theory, Overall Brand Equity, Brand Preference, Website Optimization, Digital Marketing, Food Logistics Industry*

INTRODUCTION

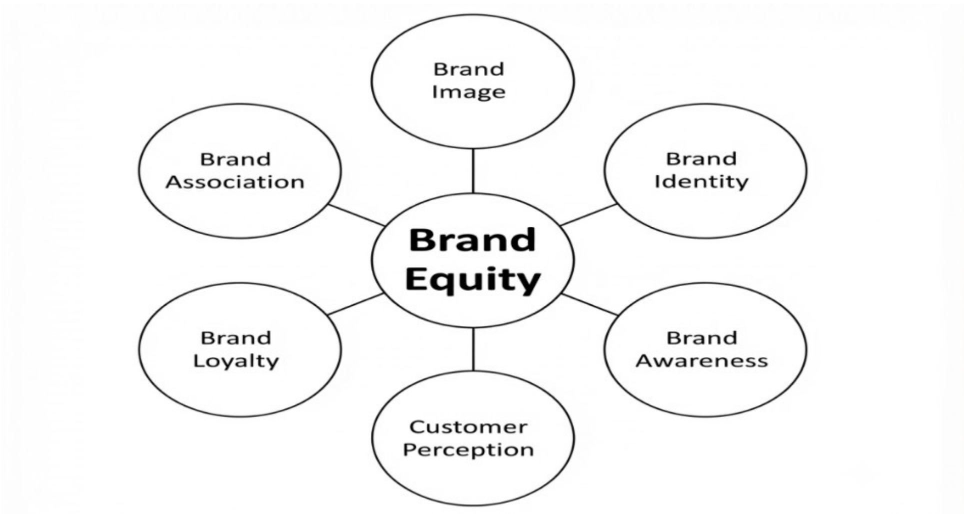
Digital transformation has changed the way the Perum Bulog DIY Regional Office builds relationships with consumers, including in the food sector, which is increasingly utilizing information technology as a means of communication, marketing, and service delivery. Advances in digital technology are driving companies to not only rely on conventional marketing but also to integrate various digital platforms in order to reach consumers more broadly, quickly, and efficiently. In this context, *websites* have become a key tool that not only serves as a source of information but also as a means of building long-term relationships with customers by providing accurate, easily accessible, and reliable information (Armstrong & Kotler, 2023; Kotler & Keller, 2024). The implementation of marketing programs supported by digital media has also been shown to increase consumer knowledge of products, thereby strengthening the effectiveness of a company's marketing strategies (Marsasi & Zuhdi, 2025).

The use *of websites* as a digital marketing medium is no longer merely focused on conveying information; rather, it has evolved into a key component of strategies to build *brand equity* and foster consumer preference for a brand. Comprehensive product information, ease of navigation, service transparency, and a positive user experience can enhance perceptions of quality, strengthen customer relationships with the company, and foster long-term loyalty (France et al., 2025; Gutiérrez et al., 2024). Furthermore, *perceived ease of use* and *perceived* usefulness are factors that influence the sustained use of digital services (Denovan & Marsasi, 2025). Therefore, effective *website* management is a key strategy for enhancing an organization's competitiveness in the digital economy.

One implementation of this strategy is Click Pangan, a *web-based* platform developed to provide the public with information about the company's food products, services, partnerships, and various programs. This platform is part of the company's digital transformation aimed at expanding access to information, enhancing customer interaction, and supporting the more effective dissemination of information about commercial products. Through various features, such as product information, a list of partners, news, and other informational services, *this website* is expected to provide a better digital experience while increasing public trust in the company. *The* implementation *of this web-based* marketing strategy is also in line with the concept *of service-dominant logic*, which emphasizes value creation through interactions between organizations and customers (Adawiyah & Marsasi, 2026).

Although digital transformation has taken place, *the* implementation *of website-based* marketing still faces various challenges. Findings from observations and interviews indicate that some members of the public still perceive the company as an administrator of government programs rather than a provider of commercial products. In addition, the suboptimal intensity of digital promotion, limited dissemination of product information, and increasingly fierce competition with private companies pose challenges in building a stronger brand image. Previous research indicates that consumer preferences are influenced by a combination of brand experience, brand credibility, information quality, and consumer attitudes toward the brand all of which are shaped through various digital marketing activities (Dangaiso et al., 2024; Marsasi & Barqiah, 2026). Therefore, digital marketing strategies need to be directed not only toward increasing information exposure but also toward creating positive experiences that can strengthen consumers' emotional connection with the brand (Marsasi et al., 2025; Al Fuadi & Marsasi, 2026).

Various previous studies have examined digital marketing, *brand equity*, *customer engagement*, and consumer behavior across various industry sectors. However, most of these studies have focused on the telecommunications, retail, restaurant, and fashion industries (Cambra-Fierro et al., 2021; Marsasi & Zuhdi, 2025; Marsasi et al., 2025). Research specifically examining the implementation of digital marketing strategies through *websites* in the food sector particularly in building brand equity and consumer preferences via the Click Pangan platform remains relatively limited. This situation indicates *a research gap* that presents an opportunity to develop studies on the role *of websites* as digital marketing communication media in enhancing *brand equity* and consumer *preference* in the food sector (Nguyen et al., 2019; Sakshi et al., 2025). Based on this description, this study aims to analyze the implementation of digital marketing strategies through Click Pangan as a marketing communication medium in building brand equity and enhancing consumer preference. The research findings are expected to contribute to the development of digital marketing strategies in the food sector, while also providing practical insights for optimizing the use *of websites* as a medium for communication, service delivery, and strengthening customer relationships in the era of digital transformation (Rahayu & Marsasi, 2024; Marsasi & Hermawan, 2024).

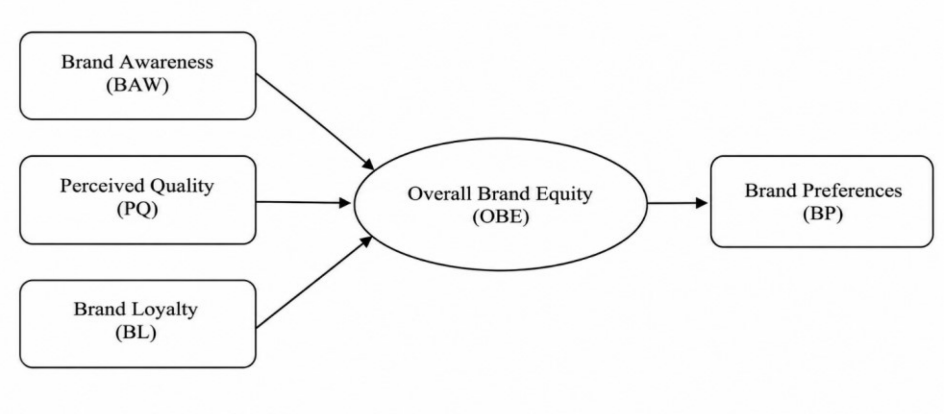


Source: MBA Skool Team (no year)

Figure 1. Framework for Applying Brand Equity Theory

Based on Figure 1, it can be seen that, according to Brand Equity Theory, brand value is formed through consumers' perceptions of quality, reliability, user experience, and the interactions that occur between the company and its customers. In the digital context, this concept has evolved into website brand equity that is, brand equity influenced by content quality, information layout, ease of navigation, and the website's ability to meet user needs. In the food, logistics, distribution, public service obligation (PSO), and web-based food trade industries, the quality of digital platforms is a critical factor in building public trust in a company's services and products. Websites that provide information transparently, are easily accessible, responsive, and capable of delivering a positive user experience will enhance customer satisfaction. This satisfaction, in turn, strengthens loyalty, a positive image, and long-term relationships between consumers and the company. Therefore, Brand Equity Theory serves as a relevant framework for explaining the relationship between website quality, customer satisfaction, and the strengthening of brand value in the digital food trade industry.

Advances in digital technology are further expanding the application of Brand Equity Theory through the concept of digital brand equity, which emphasizes that brand value is built not only by digital popularity but also by customer experience, digital brand awareness, positive sentiment, customer engagement, and customer satisfaction. In the food, logistics, distribution, PSO, and web-based food retail industries, digital marketing strategies play a crucial role in enhancing public trust in service quality, distribution accuracy, and transaction convenience. Informative, user-friendly websites supported by fast and responsive services can create a satisfying customer experience, thereby strengthening engagement, loyalty, and positive perceptions of the company's brand. These conditions indicate that the quality of digital services is a strategic factor in building sustainable brand equity while enhancing a company's competitiveness. Thus, Brand Equity Theory serves as a comprehensive theoretical framework for explaining the relationship between website-based marketing, customer satisfaction, and the strengthening of digital brand equity in the modern food industry.



Source: Nguyen et al. (2019)

Figure 2. The Relationship between Overall Brand Equity and Brand Preference

Figure 2 shows that Brand Equity Theory serves as the theoretical foundation for this study. According to this theory, Overall Brand Equity is the primary construct that influences Brand Preference. Therefore, this theory forms the basis for explaining the relationship between the two research variables. Overall Brand Equity (OBE) is the strategic value of a brand formed by the integration of brand awareness, perceived quality, brand association, and brand loyalty, thereby influencing consumer responses such as brand preference, purchase intention, willingness to pay a premium price, satisfaction, and customer loyalty. In the digital age, OBE is viewed as an intangible asset increasingly shaped by service quality, customer experience, digital communication, the quality of online interactions, and customer satisfaction all of which collectively build positive perceptions of the brand and create a company's competitive advantage. In the food, logistics, distribution, public service obligations (PSO), and web-based food retail industries, OBE plays a crucial role in building public trust through informative, secure, responsive, and user-friendly websites. Websites that provide transparent product information, support efficient transactions, and facilitate access to distribution services will enhance customer satisfaction. This satisfaction, in turn, strengthens brand preference, loyalty, and long-term relationships between customers and the company, making Overall Brand Equity a relevant theoretical foundation for explaining the relationship between the quality of digital services, customer satisfaction, and the strengthening of brand value within the modern, information technology-based food industry ecosystem.

Brand preference is the tendency of consumers to favor one brand over other alternatives, influenced by perceptions of quality, customer experience, brand credibility, attitudes toward the brand, perceived value, and brand equity, which encompasses brand awareness, perceptions of quality, brand associations, and brand loyalty. These factors shape consumer responses in the form of purchase intent, customer satisfaction, loyalty, and repeat purchases through consistent service experiences that meet customer expectations (Ngan et al., 2019; Dangaiso et al., 2024; Sakshi et al., 2025). In the food, logistics, distribution, public service obligation (PSO), and web-based food retail industries, brand preference is a strategic factor because consumers tend to choose companies with a trustworthy reputation, reliable service quality, and digital platforms that are informative, transparent, responsive, and user-friendly. Websites that can provide clear product information, support efficient distribution and transaction processes, and deliver a positive digital experience will enhance customer satisfaction, strengthen attitudes and trust toward the brand, and foster long-term brand loyalty and preference. Therefore, Brand Preference theory serves as a relevant foundation for explaining the relationship between digital service quality, customer experience, satisfaction, and brand choice decisions in the modern information technology-based food industry.

The Segmentation, Targeting, and Positioning (STP) strategy is the foundation of marketing strategy development because it allows companies to group consumers based on different characteristics, needs, and preferences, so that each segment can be served with a more tailored approach. Once market segments have been identified, companies define the target market with the greatest potential to create value and competitive advantage. The next step is to establish a positioning strategy that fosters positive perceptions and distinguishes the brand from competitors in consumers' minds. Effective implementation of STP helps companies align their products, communications, and customer experiences with the expectations of the target market, thereby enhancing competitiveness and fostering long-term relationships with consumers. Findings by Kleih et al. (2022) indicate that consumer characteristics and preferences regarding brand attributes serve as a crucial foundation for determining the appropriate segmentation and positioning strategies, as the preferences of each consumer group differ and influence brand selection decisions.

METHODS

This study employs a descriptive qualitative approach to gain an in-depth understanding of the implementation of *digital marketing* strategies through the Click Pangan website in building *brand equity* and *brand preference*. This approach was chosen because the study focuses on exploring the experiences, perceptions, and perspectives of informants, as well as the context of the implementation of digital marketing strategies. The object of the study is the implementation of digital marketing strategies on the Click Pangan website, with the research location at the Regional Office of the Special Region of Yogyakarta, which manages the platform. The data consists of primary and secondary data. Primary data was obtained through *in-depth interviews* with informants selected using *purposive sampling* based on relevant knowledge and experience, while secondary data was obtained from company documentation, website content, internal reports, scientific literature, and supporting documents (Enes et al., 2024). Data collection was conducted through observation, semi-structured interviews, and documentation of website features, including the homepage, company profile, product information, partners, news, and contact information. The data were analyzed using the Miles, Huberman, and Saldaña interactive model through the stages of data condensation, data presentation, and the drawing and verification of conclusions. This approach allows the data to be interpreted systematically while taking into account the context and reflexivity of the research (Nicmanis, 2024).

RESULTS AND DISCUSSION

The Click Pangan *website* is a digital marketing platform developed to provide the public with information about various available food products. The development of this *website* is part of an effort to transition from conventional marketing to digital marketing, enabling consumers to access information more quickly, easily, and efficiently, without being limited by time or space. Through the use of digital technology, *the website* functions not only as a promotional medium but also as a communication channel that connects the company with consumers throughout the process from information search to purchase decision-making. In line with the views of Kotler and Keller (2024), digital media plays a crucial role in building long-term relationships with customers by providing relevant and easily accessible information. As a digital marketing platform, *the* Click Pangan *website* offers various main sections accessible to visitors, such as the homepage, company profile, information on business partners, product catalog, news or updates, and a contact page that makes it easy for consumers to communicate with the company. All this information is designed so that users can comprehensively understand the services offered while enjoying a simple and intuitive *user experience*. The availability of comprehensive information is a key factor in improving the quality of digital services, as it reduces consumer uncertainty before making a transaction or using the available services (Armstrong & Kotler, 2023).

The existence *of the* Click Pangan *website* also demonstrates the implementation of a digital marketing strategy focused on increasing added value for consumers. The systematic presentation of information, a user-friendly interface, and ease of navigation provide the company with an opportunity to build trust and strengthen its brand image in the eyes of consumers. In the context of digital marketing, *website* quality is one of the factors that influence consumers' perceptions of a company's professionalism. The better the quality of information and the easier a *website* is to use, the greater the company's opportunity to enhance *brand equity* and foster consumer preference for the brands it offers (Nguyen et al., 2019; Gutiérrez et al., 2024). In addition to serving as an information platform, *the* Click Pangan *website* also functions as an educational resource regarding the food products it markets. Consumers not only gain information about available products but can also learn about the company's profile, scope of services, and various partnerships it has established with different parties. This indicates that the use *of the website* is not merely a promotional tool but rather an integral part of an *integrated marketing communication* strategy that supports the development of better relationships between the company and consumers. Thus, *the* Click Pangan *website* plays a strategic role in expanding marketing reach while strengthening brand value by providing information that is transparent, credible, and easily accessible to the public.

Table 1. Research Interviews

Questions	Summary of Results
How does the food logistics industry segment the market for its commercial products?	Market segmentation is based on customer characteristics and market needs. Products are marketed through partners, modern retailers, discount markets, and general consumers. Subsidized products target the general public through government programs, while commercial products are aimed at the more competitive retail market, taking into account the needs of each segment.
Who are the primary targets for marketing commercial products in the food logistics industry?	The primary targets include the company's partners, grocery stores, modern retailers, and household consumers. Market targeting also takes into account consumer preferences in each region so that the products marketed are better aligned with market needs.

How does the food logistics industry build its positioning so that it is not merely known as an implementer of government programs?	Market position is built through the rebranding of commercial products, improvements in product quality, packaging innovations, promotions via social media, bazaars, and discount markets, as well as the expansion of distribution to modern retail outlets. This strategy aims to establish an image as a provider of high-quality food products capable of competing in the commercial market.
How does product quality in the food logistics industry compare to that of competitors?	The main advantages lie in the consistently improving product quality, support from modern infrastructure, and strict quality control. However, some partners and consumers still note variations in the quality of certain products, so quality consistency remains a key concern.
What is the pricing strategy in the food logistics industry in the face of competition?	Pricing strategies are adjusted to market conditions to remain competitive. For some products, prices are relatively lower, particularly under government programs, while commercial products strive to maintain a balance between price, quality, and competitiveness with rival products.
What promotional strategies does the food logistics industry employ to increase consumer loyalty?	Promotional strategies are carried out through social media, bazaars, market operations, meetings with partners, various promotional programs, and participation in government activities. However, promotional efforts still need to be enhanced so that commercial products become more widely recognized by the general public.
What role does the Click Pangan website play in supporting digital marketing in the food logistics industry?	The Click Pangan website has the potential to serve as a digital platform that supports the wider dissemination of information about the company's products, services, and programs. It is hoped that the use of this website will improve access to information, strengthen the brand image, expand marketing reach, and enhance interaction with consumers and partners. The development of this website is part of a digital marketing transformation that supports the company's competitiveness.

Source: Raden Naufan Rasyid Alwafi 2026

Based on Table 1 above and the results of interviews conducted with research informants, it is evident that the Click Pangan website has been utilized as one of the primary channels for conveying information about products and services to the public. The website makes it easier for consumers to obtain information independently without having to visit the office in person or contact customer service representatives; the information provided includes the company profile, product catalog, latest news, and contact information for further assistance. The use of the website also enhances the effectiveness of information dissemination compared to conventional promotion because information can be updated regularly and accessed at any time from various locations, thereby supporting faster and more efficient communication between the company and consumers (Armstrong & Kotler, 2023). However, the website still needs to be developed through more interactive content, consistent information updates, and integration with social media to increase *engagement*, strengthen positive perceptions of the company, and contribute to the building of *brand equity* (France et al., 2025). Overall, the implementation of the Click Pangan website has supported the digital marketing strategy by providing comprehensive information, ease of access, and improved communication with consumers. These findings indicate that the website plays a role in building trust, enhancing the user experience, and strengthening consumer preference for the service. These findings align with those of Gutiérrez et al. (2024), who noted that website quality influences consumers' perceptions of a company's credibility in the digital marketing environment. This approach is also supported by the concepts *of Segmentation, Targeting,* and *Positioning* (STP) as the foundation for determining target markets and brand positioning so that marketing communications become more effective, focused, relevant, and aligned with market needs (Kotler & Keller, 2024).

In terms *of segmentation*, Click Pangan divides the market based on the characteristics of consumers who need access to high-quality food products through a practical and easy ordering process, including households, MSME operators, government agencies, and the general public who need quick information on food product availability via digital media. The website also enables the company to reach consumers from various regions without geographical limitations. In terms *of targeting*, Click Pangan focuses its services on people who are accustomed to using digital technology as a means of searching for information before making purchasing decisions. This group tends to compare information from various digital sources to reduce uncertainty and ensure product and service quality; therefore, information that is accurate, reliable, easily accessible, and supported by a consistent digital experience is a key factor in building effective communication while enhancing trust in the brand. Findings by Wang and Chen (2024) indicate that consumer satisfaction with official digital channels has a positive influence on the intention to choose those channels. Meanwhile, in terms *of positioning*, Click Pangan strives to build an image as a trusted, easily accessible, and transparent provider of food information and distribution services through comprehensive product information, a simple website layout, easy-to-understand navigation, and information about the company's profile and business partners. Regular updates are expected to strengthen user trust and create a positive digital experience, so that Click Pangan can be perceived as a reliable official platform for meeting the public's food information needs. A clear and consistent *positioning* strategy is expected to improve consumer evaluations, foster trust, and strengthen the intention to use the service, in line with Osmanoglu et al. (2024), who state that proper *positioning* can enhance brand credibility, consumer evaluations, and positive *word-of-mouth* tendencies.

Table 2. SWOT Analysis (7P)

SWOT Factors	Industry Conditions	7P Elements
Strengths	Has an image as a food logistics company trusted by the public and supported by the government, thereby enhancing credibility and public trust.	*Physical Evidence*
Strengths	Possesses an extensive network of warehouses, distribution centers, and logistics infrastructure throughout Indonesia, thereby supporting product availability and service coverage.	*Location*
Weakness	Public perception is still dominated by the notion that the company is a distributor of government aid, so its image as a commercial brand has not yet been fully established.	*Promotion*
Weakness	The intensity of digital promotion, use of social media, and online advertising remains relatively limited compared to competitors who are more active in building customer engagement.	*Promotion*
Weakness	Commercial products are not yet as popular as private-label brands, so *brand awareness* and *brand recall* still need to be improved through more intensive digital marketing strategies.	*Product*
Opportunities	The growing use of digital platforms for purchasing food items opens up opportunities for market expansion and increased interaction with consumers.	*Promotion*
Opportunities	Collaborating with partners, SMEs, and various government and private-sector agencies can expand marketing networks while boosting brand visibility.	*People*
Threat	Competition with private food companies that are more aggressive in digital marketing and service innovation is intensifying.	*Promotion*
Threat	Competitors are offering promotions, digital services, and more engaging shopping experiences through various digital channels, thereby intensifying competition in the market.	*Promotion*
Threat	Price competition, rising consumer expectations regarding service quality and product availability, and rapid advancements in digital technology pose challenges to the company's continued competitiveness.	*Price*

Source: Raden Naufan Rasyid Alwafi (2026)

Based on the results of the SWOT analysis in Table 2, it can be seen that Click Pangan has a number of *strengths* that support the implementation of digital marketing through *its* *website*. These strengths include the availability of official information channels accessible to the public, the provision of fairly comprehensive product information, and the support of a corporate image that is already well-known to the public. These factors serve as important assets in building consumer trust and enhancing the company's credibility in the digital environment. On the other hand, this study also identified several weaknesses, such as the need for more consistent content updates, the development of a more interactive user interface, and the optimization of integration with other digital media. If these weaknesses are not promptly addressed, *the website's* effectiveness as a digital marketing medium may diminish, as consumers tend to prefer information that is always up-to-date and easily accessible (Almunawar et al., 2025).

The SWOT analysis also reveals significant opportunities arising from the increasing use of the internet and shifts in consumer behavior, as consumers are now more likely to seek information digitally before making a purchase. These conditions provide Click Pangan with the opportunity to expand its market reach, increase brand visibility, and build closer relationships with consumers through the development of more innovative digital features and content. However, the company also faces several threats, such as increasing competition among digital platforms, shifting consumer preferences, and the rapid pace of technological advancement. Therefore, the company must engage in continuous innovation to ensure *the website* remains relevant to user needs. Based on the overall results of the SWOT analysis, it can be concluded that the implementation of a digital marketing strategy through *the* Click Pangan *website* has good prospects; however, it still requires continuous development to maintain a competitive advantage while enhancing *brand equity* and *brand preference* among consumers.

The implementation of digital marketing through the Click Pangan website is a form of marketing transformation that leverages information technology as a communication medium between companies and consumers. Unlike conventional marketing, which relies on direct interaction, digital marketing enables companies to convey information about their products, services, and corporate identity to a wider audience more quickly and efficiently. Using a website as the primary marketing medium also makes it easier for consumers to access information without being limited by time or location. A website that presents information clearly, accurately, and in an accessible manner enhances the user experience and strengthens the relationship between the company and its consumers. In addition to serving as a medium for conveying information, websites also play a role in building corporate credibility through consistent and transparent communication. Findings by Enes et al. (2024) indicate that the effective use of digital platforms can strengthen *consumer-based brand equity* by improving the quality of interactions, the customer experience, and trust in the brand.

Brand Equity Theory explains that a brand's value is formed through consumers' perceptions of quality, brand awareness, brand associations, loyalty, and the experiences gained through interactions with the company (Keller, 1993). In the digital environment, the formation of brand value is increasingly influenced by the quality of the experiences consumers have when interacting with a company's digital platforms, including its website. A website that provides comprehensive, easily accessible, and consistent information can build trust, strengthen brand image, and foster long-term consumer engagement. In the food logistics industry, transparently presenting information about products, distribution, inventory availability, and services via a website can enhance consumers' positive perceptions of the company. In line with this, Troiville (2024) explains that strong brand equity fosters positive consumer attitudes toward the brand, encourages *word-of-mouth* communication, and strengthens customer loyalty, thereby becoming a vital asset for the company's sustainability.

The development of this theory gave rise to the concept of website brand equity that is, the building of brand equity through the quality of the digital platforms a company uses.

Website brand equity is influenced by content quality, information structure, ease of navigation, user interface design, and the website's ability to meet user needs (Jin, 2009). Websites that are informative, user-friendly, and responsive can increase customer satisfaction by facilitating access to information and services. In the food, logistics, and distribution industries, as well as in public service obligations (PSO) and web-based food commerce, the quality of digital platforms is a critical factor in building public trust in companies. A positive digital experience enhances customer satisfaction while strengthening customer loyalty and the company's positive image.

As technology has advanced, *Brand Equity Theory* has also been expanded to include the concept *of digital brand equity*, which explains that brand value is shaped not only by a company's popularity but also by customer experience, *digital brand awareness*, positive sentiment, *customer engagement*, and customer satisfaction generated through digital media. In the food logistics industry, digital marketing strategies are becoming increasingly important because consumers demand services that are fast, transparent, easily accessible, and trustworthy. A website that provides comprehensive information and delivers a positive user experience will enhance perceptions of service quality, strengthen customer engagement, and build long-term relationships between the company and its consumers. Furthermore, effective interaction through digital media can create stronger bonds between consumers and brands, thereby contributing to increased *consumer-based brand equity* and customer loyalty (Ndhlovu & Maree, 2024).

The Click Pangan website is an application of Brand Equity Theory in supporting brand value creation in the food logistics industry. This website provides information on products, prices, inventory availability, distribution mechanisms, partnerships, and company services that are easily accessible to the public. The presentation of comprehensive and transparent information helps reduce consumer uncertainty before using the services, thereby enhancing perceptions of quality and trust in the company. The quality of the digital experience generated not only strengthens the company's image but also increases customer satisfaction, which forms the foundation for long-term relationships between the company and consumers (Ahmed et al., 2024; Lin et al., 2024). Thus, the Click Pangan website can be positioned as a digital marketing tool that supports brand value creation through positive user experiences.

In *Brand Equity Theory*, *overall brand equity* (OBE) is shaped by four main dimensions: *brand awareness*, *perceived quality*, *brand associations*, and *brand loyalty* (Keller, 1993). These four dimensions are strategic assets that determine how consumers evaluate a company. On the Click Pangan website, these dimensions are manifested through the presentation of a clear corporate identity, comprehensive product information, service transparency, ease of accessing information, and consistent digital communication. A positive customer experience enhances perceptions of service quality, strengthens brand associations, increases public awareness, and fosters customer loyalty. Furthermore, a positive brand experience has been shown to strengthen the development *of brand equity* by improving consumer attitudes toward the brand, trust, and loyalty; thus, managing the website as a medium for digital interaction is a critical factor in building *Overall Brand Equity* (Sang & Cuong, 2024).

Brand Equity Theory also explains that Overall Brand Equity is a factor that precedes the formation of Brand Preference that is, the tendency of consumers to choose a particular brand over competing brands (Keller, 1993). The higher a Company's level of brand equity, the greater the tendency for consumers to make that company their top choice. This relationship arises because consumers have developed confidence in the quality of service, the company's credibility, and the positive experiences they've gained through interactions with the brand. In the food logistics industry, consumer decisions are influenced not only by price but also by information transparency, distribution quality, product safety, and the convenience of digital services. The Click Pangan website supports this process by providing comprehensive, transparent, and easily accessible information, thereby enhancing consumer trust in the company. Previous research has shown that companies with high Overall Brand Equity have a greater chance of building Brand Preference because they are perceived to have better service quality and credibility compared to competitors (Dangaiso et al., 2024).

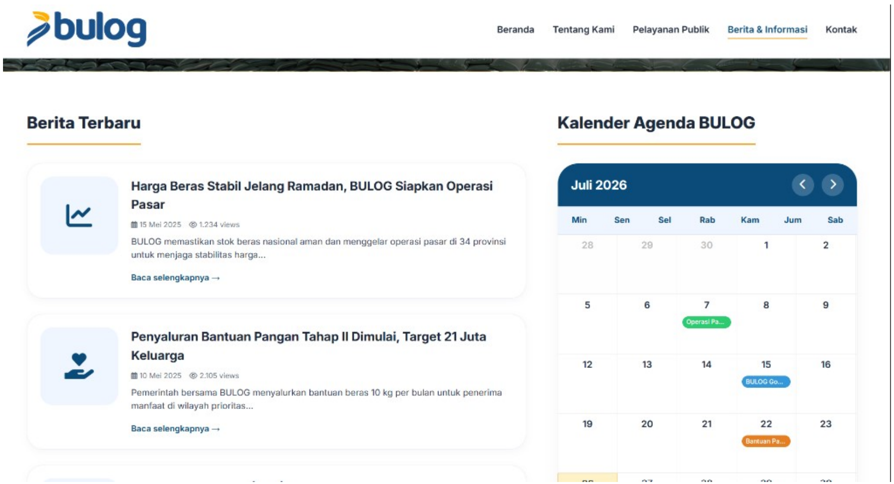
In addition to the four main dimensions that make up Overall Brand Equity, developments in digital marketing have also highlighted the importance of customer engagement and trust-building as factors that support brand value creation. A website that fosters meaningful interactions, provides transparent information, and offers responsive service will enhance customer engagement while strengthening trust in the company. Previous research has shown that customer engagement and trust levels contribute positively to improved perceptions of quality, loyalty, and long-term relationships between companies and customers (Ahmed et al., 2024; Lin et al., 2024). Therefore, the Click Pangan website not only builds brand awareness, perceived quality, brand associations, and brand loyalty but also strengthens customer engagement and builds trust, thereby collectively enhancing Overall Brand Equity.

Conceptually, the relationship between the Click Pangan website, Overall Brand Equity, and Brand Preference can be explained through Brand Equity Theory. A website that delivers a positive digital experience will enhance perceptions of service quality, build trust, and strengthen the relationship between the company and its customers. This experience subsequently shapes Overall Brand Equity through increased brand awareness, perceived quality, brand associations, brand loyalty, customer engagement, and the establishment of trust. Stronger brand value will increase Brand Preference, as consumers tend to choose companies that offer better service quality, credibility, and digital experiences compared to competitors. Thus, the Click Pangan website is a concrete implementation of Brand Equity Theory in supporting the digital transformation of food logistics companies, strengthening brand value, increasing customer loyalty, and positioning the company as the public's top choice for food distribution services.

Source: Raden Naufan Rasyid Alwafi

Figure 3. *Website Home Page*

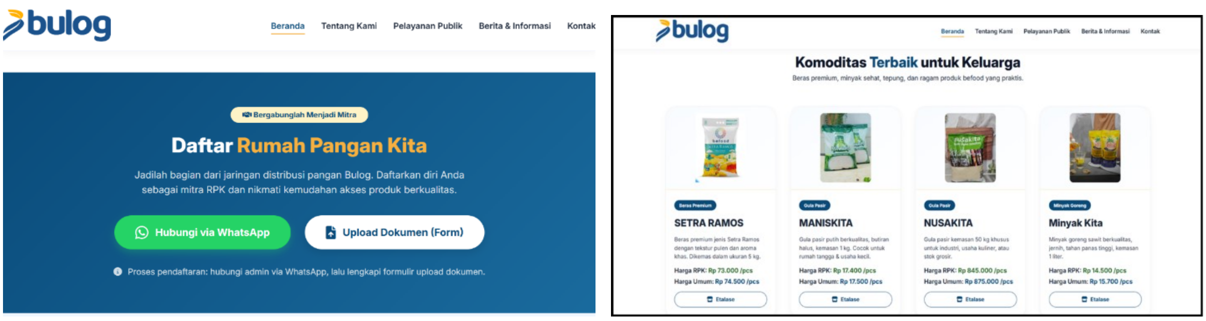
Figure 3 shows the homepage of the Click Pangan website, which serves as the main page that integrates the company's identity, food product information, the company slogan, and a navigation menu leading to various digital services within a single, structured interface. The company logo, the tagline *"Delivering Goodness From Farmers to Your Table,"* and product information serve as initial communication tools that introduce the company's identity to users. The navigation menu leading to the Profile, Public Services, News & Information, and Contact pages is designed to facilitate access to information, thereby enhancing the website's usability. This configuration represents the implementation of digital marketing through the provision of easily accessible information, visual identity consistency, and a user experience that supports the development of brand awareness, brand association, and overall brand equity. In addition, the homepage also incorporates the elements of product, promotion, and physical evidence from the 7Ps of marketing, thereby strengthening the company's position as a professional food distribution service provider.



Source: Raden Naufan Rasyid Alwafi

Figure 4. *Click Pangan Website*, Profile Page

Figure 4 Websites serve not only as a medium for conveying information, but also as a means of fostering interaction with the public through the presentation of news and current information. Each article is accompanied by an image and a brief summary so that users can get an idea of the news content before reading the full article. Regular content updates allow users to access the latest information on the company's various activities, making the website a dynamic source of information and encouraging users to stay up to date on BULOG's developments. This feature is also very easy to use. Users simply need to click on the desired news headline, and the system will display the full article along with documentation of related activities. After finishing reading, users can return to the previous page to access other news items. This ease of navigation and systematic presentation of information enhance user convenience and encourage their engagement in following the various information and activities published through the company's website.



Source: Raden Naufan Rasyid Alwafi

Figure 5. The Partners Page on the Click Pangan Website

Figure 5 this website presents information about products, services, and partnerships in a structured format that is easy for users to understand. The information is organized into several sections, each featuring a title, an image, and a brief description, making it easy for visitors to find the information they need. The clean page layout, comfortable font size, and proportional spacing make the website's content easy to read on various devices, including smartphones. Users can access more detailed information by selecting the available service menu; the system will then display a complete explanation based on their selection. In addition, the website features a registration page for Rumah Pangan Kita (RPK) Partners that is integrated with WhatsApp and a document upload form, making the consultation and registration processes more convenient to complete online. All of these features make it easier for users to obtain information, access services, and interact with the company through the website quickly, conveniently, and efficiently.

Table 3. Implementation of Managerial Implications through the Click Pangan Website

Aspect	Description
Objectives	To improve the effectiveness of conveying company information through digital media, expand marketing reach to the public and potential partners, build *overall brand equity* by increasing *brand awareness*, *brand association*, *perceived quality*, and *brand loyalty*, and increase public *brand preference* for the Click Pangan website's services.
Implementation Period	The program is implemented on an ongoing basis (*ongoing program*) through the Click Pangan website as the company's primary digital marketing channel.
Person in Charge	The Website Management Unit collaborates with the Corporate Communications Division, the Marketing Team, and the website administrators to manage content, information, and digital services for the public.
Target	The general public, consumers of food products; MSME operators, government agencies, corporate partners, potential collaboration partners; and members of the public who need information about the products, services, and programs of the Click Pangan website.
Strategy	Providing information on food products, publishing news and company activities, presenting the company profile, offering an online RPK partnership registration service, providing contact information and communication via WhatsApp, integrating with the company's social media accounts, regularly updating website content, and optimizing the user interface and navigation to enhance the *user experience*.
Results	Increased *brand awareness*, *brand association*, *quality perception*, and *brand loyalty* through the provision of credible and easily accessible information, thereby strengthening *overall brand equity* and fostering *brand preference* for the Click Pangan website's services.

Source: Raden Naufan Rasyid Alwafi (2026)

Based on Table 3, it is evident that the implementation of a website contributes to all dimensions that make *up overall brand equity*. The *brand awareness* dimension increases because the website serves as an official medium that makes it easier for the public to recognize the company's identity, understand its products, and obtain information about the various services available. The presence of digital media allows the public to interact with the brand more intensively, thereby strengthening recognition of the company. Nguyen et al. (2019) explain that the intensity of interaction through digital media is one of the factors that strengthens brand awareness in a modern marketing environment. Furthermore, consumer perceptions of brand equity also become stronger when companies are able to establish consistent digital communication, increase brand visibility, and meet consumer expectations through various digital touchpoints, making the website one of the strategic media for strengthening *overall brand equity* (Porto et al., 2024).

In terms of perceived quality, the quality of information presented on the website fosters a positive perception of the company's professionalism. Consumers evaluate service quality not only based on the products they receive but also on the quality of information available during the information-seeking process. Furthermore, the brand association dimension is shaped through the communication of corporate values, a commitment to serving the community, and the use of digital technology as a communication medium. These positive associations reinforce the company's image as an organization that is adaptable to technological developments and capable of providing more effective services to the public. The presentation of accurate, transparent, and consistent information through the website further strengthens perceptions of quality and builds stronger brand associations, thereby improving consumer evaluations of the brand and strengthening customer-based brand equity (Kim & Choi, 2024).

The dimension of brand loyalty is reflected in users' tendency to continue using the website as an official source of information and to make Click Pangan one of their top choices when seeking information about food products and services. This loyalty is built through positive experiences while using the website, the ease of accessing information, and trust in the company's credibility. This indicates that the success of a digital marketing strategy is not only measured by the volume of information published but also by the company's ability to build sustainable relationships with its consumers. These findings align with the research by Nguyen et al. (2019), which confirms that website quality plays a crucial role in building digital brand equity. Overall, the implementation of digital marketing through the Click Pangan website contributes to strengthening overall brand equity, which in turn drives the formation of brand preference. Increased brand awareness, the quality of digital interactions, and the perception of service professionalism enhance consumers' tendency to choose a particular brand over other alternatives (Gutiérrez et al., 2024; Al-Haddad et al., 2024).

CONCLUSION AND RECOMMENDATIONS

This study shows that the implementation of digital marketing strategies through the optimization of the Click Pangan website plays a crucial role in building Overall Brand Equity (OBE) and increasing Brand Preference in the food logistics industry. Based on the results of observations, interviews, documentation, and analysis using the concepts of Segmentation, Targeting, and Positioning (STP), the 7P Marketing Mix, Brand Equity Theory, and SWOT analysis, the website has proven to be an effective marketing communication medium by providing easily accessible information on products, services, partnerships, and the company profile. The implementation of this strategy supports increased brand awareness, perceived quality, brand associations, and brand loyalty, thereby strengthening brand value and driving public preference for Click Pangan. A SWOT analysis indicates that its image as a state-owned enterprise, extensive distribution network, and government support are key strengths, while limitations in digital promotion, public perception, and competition with private companies remain challenges that need to be addressed through the continuous development of digital marketing strategies.

The company is advised to continue optimizing the Click Pangan website through consistent content updates, improvements to the user interface (UI) and user experience (UX), and closer integration with social media and other digital marketing channels to make marketing communications more effective. The development of interactive features such as chatbots, order tracking, customer reviews, and product recommendations is also necessary to increase user engagement, strengthen overall brand equity, and drive brand preference. Additionally, the digital communication strategy should more prominently highlight Click Pangan's identity as a professional, trustworthy, and consumer-oriented food logistics service provider. For future research, it is recommended to use a quantitative or mixed-methods approach, expand the scope of the study to other food logistics sectors, and include variables such as customer engagement, electronic word of mouth (e-WOM), brand trust, and purchase intent to develop a more comprehensive brand-strengthening model.

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