

ABSTRACT

Loyalty is one of the important factors in the life of a brand. To increase brand loyalty, the right strategy is needed. The Shopee online shopping application offers services that are easily accessible to the wider community where the consumer experience is of concern. A good experience can motivate consumers to be loyal to the brand. This statement has because there are previous studies that are contradictory. To overcome this problem, further studies are needed on the effect of brand experience on brand loyalty.

This study aims to develop a conceptual model to fill in research on the ability of brand experience to increase brand loyalty with self-congruence and brand engagement as mediating variables based on Self-Congruence theory. Data were collected from 115 respondents as Shopee application users. The data processed and analyzed using the Structural Equation Modeling (SEM) method, using the Analysis Moment of Structural (AMOS) software.

The results showed that there was a positive and significant influence on the relationship between brand loyalty and self-congruity, self-congruity to brand engagement and also the relationship between self-congruity to brand loyalty. However, in this study, the effect of brand engagement on brand loyalty was rejected. The limitations of this study can be taken into consideration in future research.

Keywords : *Brand Experience, Self-Congruity, Brand Engagement, Brand Loyalty, Self-Congruence Theory.*