

ABSTRACT

The recent rapid developments in the beauty industry have had a significant impact on producers and businesses in this sector. The increasingly fierce competition encourages local producers in Indonesia to create new brands that are able to compete with other leading brands. This condition is also affected by the Covid-19 pandemic which allows a new lifestyle to carry out skin care independently from home. Scarlett Whitening is one of the skincare products produced in Indonesia, with the claim of whitening as a product attraction. The tendency of Indonesian women to have fair skin causes the Scarlett Whitening brand to easily attract consumers, especially women in Indonesia. In addition to this phenomenon, a gap in the results of previous studies, namely the inconsistency of the relationship between brand image and repurchase intention. Based on the gap from previous research and existing business phenomena, this study aims to build an empirical research construct in overcoming the gap between brand image and repurchase intention, through self-image congruence and product involvement in Scarlett Whitening beauty products.

This study was developed through an empirical research framework to analyze the relationship between brand image, self-image congruence, product involvement, and repurchase intention based on self-congruence theory from previous research. Furthermore, data collection involved 137 respondents by applying a questionnaire method consisting of open and closed questions. The criteria required from the respondents are women with a minimum age of 17 years, originating and/or currently domiciled in the city of Semarang, and have purchased Scarlett Whitening products at least once. Then, the analysis of the data that has been obtained is carried out quantitatively using the Structural Equation Model (SEM) method and using the Analysis Moment of Structural (AMOS) program version 22 as the analysis tool.

This study found that brand image has a significant effect on self-image congruence, while self-image congruence has a significant effect on repurchase intention and product involvement, lastly, product involvement also has a significant effect on repurchase intention. In addition, the researchers also found that self-image congruence fully mediates the relationship between brand image and repurchase intention. Thus, all the hypotheses of this research can be accepted after the model modification process is carried out. The managerial implications of this research are expected to have a positive influence and good advice for PT. Motto Banyan Raya and PT. Opto Lumbung Sejahtera in managing the Scarlett Whitening brand.

Keywords: *Brand Image, Self-Image Congruence, Product Involvement, Repurchase Intention, Self-Congruence Theory*