

## **ABSTRACT**

*The local beauty industry has been experiencing rapid growth. This can be marked by the new brand proliferation in the Indonesian market. To win the competition, companies are seeking ways to establish brand loyalty. Brand loyalty is conceptualized through consistent attitudes and behaviors that lead to repeat purchases in the future. Wardah is one of the local cosmetic brands that always strives to optimize consumer experience to enhance loyalty, as evidenced by various activation and stimulus activities it organizes. However, there have been several studies with contradictory results, where some research indicates that consumer experience significantly influences brand loyalty, while others showing the opposite. Based on self-congruity theory, the researcher developed a theoretical model to address the research gap regarding the relationship between consumer experience and brand loyalty through the concepts of brand image and congruity.*

*This research employs a quantitative method using a deductive approach to determine whether the influence of the relationship between variables leads to confirmation or rejection. The population used in this study are Wardah consumers in Semarang City, and data collection is conducted through online questionnaires. As a result, 240 respondents who meet the criteria are obtained. Therefore, the data is analyzed using the Structural Equation Modeling method with Analysis Moment of Structural (AMOS) software.*

*The results of data analysis confirm the influence of consumer experience on brand image, consumer experience on value congruity, value congruity on brand loyalty, and the mediating role of value congruity in the relationship between consumer experience and brand loyalty. Additionally, there are also rejections concerning the influence of brand image on brand loyalty and the mediating role of brand image in the relationship between consumer experience and brand loyalty. Based on these results, it can be concluded that brand loyalty can be increased through consumer experience and value congruity relationships. This research also has managerial implications and recommendations for future research.*

**Keywords:** *Self-Congruity Theory, Consumer Experience, Brand Image, Value Congruity, Brand Loyalty*