

## **ABSTRACT**

*The occurrence of the COVID-19 pandemic has significantly impacted lifestyle patterns, including how people shop and transact. E-commerce has emerged as one of the sectors experiencing tremendous growth during the pandemic. Shopee, as one of the e-commerce platforms, successfully capitalized on opportunities through various marketing strategies, promotions, and effective partnerships, thus becoming the most visited e-commerce platform in Indonesia in 2023.*

*This study aims to determine (1) the influence of brand experience on user satisfaction, (2) the influence of brand experience on brand self-congruity, (3) the influence of brand experience on brand loyalty, (4) the influence of user satisfaction on brand loyalty, and (5) the influence of brand self-congruity on brand loyalty. The research methodology employed in this study is a survey. The population in this study is Generation Z aged 17-31 years. Data were collected using purposive sampling method and questionnaires distributed online, involving 125 respondents used in this study. The respondents sampled were individuals who had used Shopee. Data analysis was conducted using Structural Equation Model (SEM) with SmartPLS 3.0 program for overall testing.*

*The results of this study indicate that: (1) Brand experience has a positive and significant effect on user satisfaction, (2) Brand experience has a positive and significant effect on brand self-congruity, (3) Brand experience has a positive and significant effect on brand loyalty, (4) User satisfaction has a positive and significant effect on brand loyalty, and (5) Brand self-congruity has a positive but not significant effect on brand loyalty.*

*Keywords: E-Commerce, Satisfaction, Brand Self-Congruity, Loyalty, Brand Experience.*