

## ABSTRACT

Alchemist Fragrance implemented a co-branding marketing approach by partnering with Maudy Ayunda to introduce the fragrance line Onirique. Launched as an exclusive scent embodying elegance, grace, and luxury, Onirique aligns with Maudy Ayunda's persona as a celebrity and entrepreneur recognized for her intelligence and positive influence on society. The fragrance swiftly captured public interest, becoming Alchemist Fragrance's top-selling perfume and winning the Best Perfume award in 2024 from Female Daily Indonesia. Concurrently, discrepancies in earlier studies concerning the connection between brand fit, product fit, cultural congruence, and brand awareness on repurchase intention have been noted. Thus, in light of this phenomenon and the existing research gap, this research aims to offer empirical evidence regarding the effects of brand fit, product fit, cultural congruence, and brand awareness on repurchase intention among Onirique consumers in Semarang, utilizing co-branding attitude and customer-based brand equity as mediating factors.

The conceptual framework for this research, which encompasses brand fit, product fit, cultural congruence, brand awareness, co-branding attitude, customer-based brand equity, and repurchase intention, is established based on existing theories and prior research. Data was gathered via an online questionnaire that included both open-ended and closed-ended questions, resulting in 210 respondents. The participant criteria specified consumers of the Alchemist Fragrance x Maudy Ayunda 'Onirique' product located in Semarang. The collected data was analyzed quantitatively and structurally using Structural Equation Modeling (SEM) with the AMOS (Analysis of Moment Structures) 25 software.

The results of this research verified that co-branding attitude and customer-based brand equity enhance the connection among brand fit, product fit, cultural congruence, and brand awareness to repurchase intention, demonstrating a significant positive effect. Brand fit, product fit, and cultural congruence had a favorable impact on co-branding attitude, positively affecting customer-based brand equity. Furthermore, brand awareness was found to positively influence customer-based brand equity, and both co-branding attitude and customer-based brand equity were positively correlated with repurchase intention. The managerial implications of this research indicate that companies in the sector might find this study beneficial when considering implementing a co-branding strategy.

**Keywords:** Brand Fit, Product Fit, Cultural Congruence, Brand Awareness, Co-branding Attitude, Customer-based Brand Equity, Repurchase Intention.