

ABSTRACT

Today, Indonesia is predicted to become a large potential market in creating beauty product purchasing trends. The beauty sector manufacturers are growing rapidly, as are local manufacturers in Indonesia striving to create products to compete with other beauty products. Manufacturer understanding of consumer preferences for beauty products is considered diverse, so it will be crucial for manufacturers to create products that can meet consumer expectations. Wardah is one of the local beauty products that has the highest market share in the cosmetics market for the local brand category. This phenomenon is interesting to observe regarding what factors make consumers loyal to Wardah cosmetics. In addition to this phenomenon, inconsistencies were found in previous research between brand experience and brand loyalty. Therefore, based on this phenomenon, this study aims to determine the factors that influence increasing brand loyalty to Wardah cosmetics in Semarang City through brand experience, ingredient safety, brand identification, brand affect, and brand congruity.

The conceptual framework of the research model developed between brand experience, ingredient safety, brand identification, brand affect, brand congruity, and brand loyalty is sourced from theories and previous research. Data collection was carried out by providing online questionnaires consisting of open and closed questions with 206 respondents. The research respondent criteria were have purchased Wardah cosmetics products at least once and reside in Semarang City, Central Java. The results of the collected questionnaire data were analyzed quantitatively and structurally using the SEM (Structural Equation Modelling) method using AMOS (Analysis Moment of Structural) 28 program.

The findings of this study indicate a positive and significant relationship between brand experience and brand congruity. However, there were insignificant hypothesis rejections and negative effects on the relationship between ingredient safety and brand congruity, brand identification and brand loyalty, brand affect and brand loyalty and brand congruity and brand loyalty. Managerial implications that can be applied are using this research as consideration for Wardah cosmetics company in decision-making regarding increasing sales of Wardah cosmetics in Semarang City.

Keywords: *Brand Experience, Ingredient Safety, Brand Identification, Brand Affect, Brand Congruity, Brand Loyalty*