

PENGARUH SINCERE BRAND PERSONALITY DAN SELF-IMAGE CONGRUENC TERHADAP REPURCHASE INTENTION

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Abstrak. Kepribadian merek menjadi daya tarik merek dan dapat menjadi salah satu faktor kesuksesan merek karena dapat mengarahkan konsumen melakukan pembelian ulang. Konsumen yang merasakan kongruensi diri mereka dengan merek juga dapat mengarahkan konsumen untuk melakukan pembelian ulang. Penelitian ini bertujuan mengetahui pengaruh *sincere brand personality* dan *self-image congruence* terhadap *repurchase intention* pada merek fmcg. Partisipan dalam penelitian ini sebanyak 318 orang dengan kriteria mahasiswa berusia 18-25 tahun yang pernah menggunakan produk dari merek Indomie. Penelitian menggunakan analisis regresi linear berganda dan menghasilkan temuan *sincere brand personality* dan *self-image congruence* memengaruhi *repurchase intention* sebesar 22,8%. *Sincere brand personality* memiliki sumbangan lebih besar daripada *self-image congruence* terhadap *repurchase intention*. Temuan tersebut dapat menjadi saran bagi pemasar agar memperhatikan *brand personality* yang khas serta *self-image congruence* konsumen agar konsumen berniat untuk melakukan pembelian ulang.

Kata kunci: *brand personality, self-image congruence, repurchase intention*

Abstract. *Brand personality becomes a brand attraction and can be one of the success factors for a brand because it can direct consumers to make repeat purchases. Consumers who feel congruence with the brand can also direct consumers to make repeat purchases. This research aims to determine the effect of sincere brand personality and self-image congruence on repurchase intention on FMCG brands. There were 318 participants in this study with the criteria of students aged 18-25 years who had used products from the Indomie brand. The study used multiple linear regression analysis and found that sincere brand personality and self-image congruence affect repurchase intention by 22.8%. Sincere brand personality has a bigger contribution than self-image congruence to repurchase intention. These findings can be a suggestion for marketers to pay attention to the distinctive brand personality and consumer self-image congruence so that consumers intend to make repeat purchases.*

Keywords: *brand personality, self-congruence, repurchase intention*