

ABSTRACT

The Indomie Korean Ramyeon Series is one of Indomie's strategic efforts to attract Generation Z through brand experience and collaboration with global brand ambassador NewJeans. Although consumer interest in the product is high, repeat purchases remain inconsistent and are influenced by factors such as brand perception and alignment with self image. This study aims to examine the effect of brand experience on repurchase intention, with brand trust and self congruence as mediating variables.

A quantitative approach was employed with purposive sampling involving 166 respondents who had previously consumed Indomie Korean Ramyeon Series. Data were collected using a Likert scale questionnaire and analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with SmartPLS 3.2.9. Validity and reliability tests, along with structural model analysis, were conducted to measure both direct and indirect effects between variables.

The results show that brand experience has a significant effect on brand trust and self congruence, but not directly on repurchase intention. Self congruence significantly mediates the relationship between brand experience and repurchase intention, while brand trust does not. These findings highlight that the alignment between consumer self image and brand image plays a more crucial role in encouraging repurchase intention than brand trust alone.

Keywords: Brand Experience, Brand Trust, Self Congruence, Repurchase Intention, Indomie Korean Ramyeon Series.