

# The Effect of Self-Congruity and Trust Toward Brand Loyalty Based on Image Congruity Theory

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## Research article

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**Abstract:** The purpose of this research is to recognize the influence of self-congruity and trust on brand loyalty in expedition services based on image congruity theory. The number of illustrations taken using 209 people, with universal criteria in Yogyakarta and Central Java. Trust variable becomes a novelty in this research. This research is based on image congruity theory which presents the suitability of cognitive-based self-image with consumer self-concept. The gap in this research is self-congruity, which has different results in previous studies. In this research using quantitative procedures, the method of taking illustrations uses purposive sampling. The information testing process uses IBM SPSS 22 and SEM Application- AMOS 24. The results of this research prove that there are four supported hypotheses and one hypothesis is not supported. Trust on brand loyalty does not affect and is not significant.

**Keywords:** brand personality; brand loyalty; self-congruity; trust.

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## 1. Introduction

The business world is currently experiencing rapid development. In this modern era, one of the businesses that are so fast is the e-commerce sector, which encourages entrepreneurs to compete in providing the best service in providing services. One good service is to distribute products to consumers' hands quickly. Business people need to distribute their goods through companies that operate in the field of expeditionary services. According to the description, the expedition is a business that offers services for collecting, managing, storing, and delivering items. The expedition is essential in making use of technologies to boost shipping efficiency. Organizational purchasers are most likely to be drawn to the brand of a logistics firm providing express parcel/postal delivery services that has the brand image of an established industrial company when choosing a distribution relationship (Balmer, Lin, Chen, W., & He, 2020).

Post-epidemic development of the logistics industry was driven by consumer demand, technology, and government policies. Customer demands are increasing, and the logistics industry is providing services that make them attractive. The logistics industry in China is developing rapidly while the logistics demand, supply logistics, information, and logistics industries are experiencing growth (W. Liu, Liang, Bao, Juanjuan, & Lim, 2020). This international logistics facilitates the excess of world exports and imports. Promotions carried out by logistics companies make consumers according to their needs Logistics that provide

goods delivery services to foreign countries have indirectly promoted e-commerce (Yuan, 2019).

Self-congruity is the thought or psychological process of consumers equating their perceptions of brand image (Sirgy, 2018). One of the keys to attracting customers is self-congruity. Self-congruence made by customers affects the brand of a company. The company will provide a facility that satisfies its customers and fulfills their wishes. The image that customers want, such as promotions, price discounts, and facilities provided to consumers, emphasizes the customer's emotions (Frias, Castaneda, del Barrio-Garcia, S., & Lopez-Moreno, 2020). This research received responses from 33 respondents who filled out the questionnaire. The mini research conducted shows the results of the questionnaire stating that they have used J&T expeditions in their daily lives. Mini research shows that expedition services are starting to be favored by the wider community.

This study makes use of the Image Congruity of Theory (Sirgy et al., 1997). Self-image compatibility especially refers to the cognitive match between a customer's self-concept and that image of the business, the image of the good or service, and the goals of the target market. By emulating the desired brand in the consumer's concept, brand personality affects consumer psychology. The likelihood that the brand will be viewed as aligned with its self-concept increases with the brand personality's level of self-conformity (Chua, Kim, Lee, S., & Han, 2019).

If the brand complies with consumer requests, a consumer-centric mentality will emerge. Customers who repurchase a brand feel they have a comfortable relationship with it. Self-congruence can improve a company's brand loyalty (Z. Liu, Huang, & Liang, 2019). Consumer self-conformance has a significant impact on consumer behavior. Achieved conformity benefits both the business and its customers. Self-congruence affects the attitudes and actions of consumers. Brand trust has a big impact on customer loyalty. The relationship between brand trust and brand loyalty is a particularly potent link between business and customers. Brand belief affects brand loyalty and purchasing habits. Trust is necessary for developing a solid relationship between customers and brands (Kwon, 2020).

**Table 1.** Research Gaps

Connection	(Yang, S., 2020)	(Robertson, et al 2019)	(Sharma, T. et al 2022)	(Wang, S et al 2020)
<b>BP-Self Congruity</b>	insignificant			
<b>BP-Self Congruity</b>		significant		
<b>Self Congruity-BL</b>			significant	
<b>Self Congruity-BL</b>				insignificant

*Primary data, processed in 2022*

In research Yang, Isa, Ramayah, Blanes, R., & Kiumarsi (2020), brand personality was found that any self-congruence is not supported because several dimensions make brand personality insignificant to self-congruence. Self-congruence is a factor that influences brand loyalty. In conformity, the consumer depends on the views of individuals and attitudes about themselves. Customers who already feel brand loyalty will recommend it to others as well. Sharma, Hamari, Kesharwani, A., & Tak (2022) Explain that customers keep choosing what they want and what they want accordingly. Research conducted by Wang, Hung, K., Li, M., & Qiu (2020) found different results. Self-congruence directly affects customer loyalty, not supported in this study. Customers feel like using the brand as they wish. Based on this explanation, there is still a research gap so it is necessary to conduct research again.

This study chose the Brand Trust variable as an element of novelty. Brand trust is

defined as the willingness of consumers to trust the brand of ability to do the right thing. Trust involves the company's good to work in its customers' best interest to improve aspects of trust, including security. Personality traits and characteristics play an essential role in the perception of beliefs that shape personality intentions and behavior (Ebrahim, 2020).

This study aims to review several variables, which include Brand personality, Trust, Self-Congruity, and Brand Loyalty, by adopting Image Congruity Theory. From the above conclusions, the concept of self-congruity and trust among the general public has yet to be optimal for the loyalty of expedition service users. This is because purchases are mainly influenced by activities related to community social responsibility the company carries. This study uses the Image Congruity Theory to examine a number of characteristics, such as Brand of personality, Trust, Self of Congruity, and Brand of Loyalty, in order to ascertain whether there is a positive and significant correlation between them.

This research is expected to help the company regarding the factors that can influence Image Congruity Theory and Self-Congruity in the general public. This research is expected to help companies contribute to marketing strategies and tactics. Application of the Image Congruity Theory Self-image fit refers to the cognitive fit between consumers' self-concepts. Expedition service users will look for compatibility in shipping goods with self-image conformity because consumers will seek or use brands that they think are following their self-concept.

Companies or expedition managers are expected to focus on growing confidence by providing exemplary service to consumers so that users of expedition services feel satisfied with the company. Managers or companies provide various updated information about the cost of shipping goods so that consumers can understand the latest daily updates. The company is expected to be able to maintain what the company has received, and then it can be carried out to expedition consumers. Consumers feel loyal because of factors that have made them confident in their choices.

Additionally, the study significantly contributes to the scholarly literature on the connection between self-congruity and trust. Expedition service companies provide characteristics tailored to the needs or desires, such as managers providing express delivery service facilities at a fast time. Expedition service companies provide characteristics tailored to the needs or desires, such as managers providing express delivery service facilities at a fast time. Tighten the level of security and provide accurate information regarding shipments.

## 2. Literature Review

This research is a motivated arrangement of research Sop & Kozak (2019) titled "Effect of brand personality, self-congruity, and functional congruity on hotel brand loyalty," which acted as the source of this study inspiration. The study paradigm includes four variables brand of personality, self-congruity, functional congruity, and brand loyalty. This study makes use of the Image Congruity of Theory (Sirgy et al., 1997), which investigates the degree to which a consumer's self of concept and the product or brand image, store image, destination image, or user image of certain products, brands, or service correspond. The development is the image congruity theory is influenced by customer intentions. Recurring visits have a direct impact on motivation, appearance, and self-congruence (Maghrifani, Liu, F., & Sneddon, 2022). Image Congruity Theory develops under the influence of consumer intentions. Consumers who see the image of a good product will make consumers revisit it. A good image can influence other consumers through word of mouth. Motivation influences the intention to return either directly or indirectly.

## **2.1. Definition**

### **2.1.1. Brand Personality**

Humans are associated with brands through the concept of brand personality. Consumer curiosity might be piqued by the perception that brands are actual persons or living objects with distinct personalities. Customer brand perception includes brand personality. It has to do with brand interest, where a consumer's characteristics are connected to the required brand object, like the person they want to start a relationship with (Rutter, Nadeau, Aagerup, & Lettice, 2019). Companies create brand personalities, arouse consumer emotions, and raise customer loyalty and trust levels (Coelho, Bairrada, C. M., & de Matos Coelho, 2020).

### **2.1.2. Self-Congruity**

Self of congruence is the correlation between a consumer's personality & feelings about a product or service. (Joo, Woosnam, Lee, S., & Lee, 2020) explain perceptions or emotions about the products or services consumers choose to evaluate. A consumer evaluates a product or service more positively. Self-congruence refers to conformity or discrepancy between people's perceptions of brands, products, and experiences. Consumer behavior is an essential factor of self-congruence. A higher level of self-congruence will have an impact on purchasing and brand loyalty (Aw, Flynn, L. R., & Chong, 2019). Consumer self-congruence as an extension of self-concept. Consumers tend to have positive attitudes and willingness to purchase brands that match their self-image. Ideal self-congruence occurs when a person represents himself as ideal and following the target (Xu, X. & Pratt, 2018). Consumers prefer products and brands that match their image. A person builds, maintains, and enhances his or her self-image through a brand through purchasing.

### **2.1.3. Trust**

Consumer trust in services can influence behavior and service delivery processes (Poon, P. & Albaum, 2019). The existence of consumer brand satisfaction generates trust because the brand meets consumer expectations. Consumers will trust a brand if they feel the performance of the brand can be promised or expected (Kim, M. & Thapa, 2018). The existence of consumer brand satisfaction generates trust because the brand meets consumer expectations. The quality related to the information conveyed to consumers impacts a high level of trust, and confidence regarding reliability and convenience is an essential thing of trust (Marsasi & Barqiah, 2022).

### **2.1.4. Brand Loyalty**

Brand loyalty describes how customers show their positive attitude towards a brand. Strong brand loyalty increases business and builds consumer trust. Loyalty to a Brand is a commitment to reordering a favorite service or product in the future (Kaur, Paruthi, Islam, J., & Hollebeek, 2020). Customers will feel that they are following the wishes of the brand. Customers will continue to use the brand on an ongoing basis. Brand loyalty is a pattern of consumer behavior that tends to be committed to a brand or service. Consumers will continue to make repurchases over time. Consumers who use a brand and feel satisfied will create a feeling of reassurance for potential customers.

## **2.2. Hypothesis**

### **2.2.1. Relationship between Brand Personality and Self-Congruity**

Brand Personalities have a positive influence on Self-Congrity. Self-congruence describes the consumer's desire to choose a product or service that fits a person's character. Research Huaman-Ramirez, Merunka, D., & Maaninou (2021) states that brand personality positively impacts self-congruence because self-congruence is crucial in increasing positive attitudes as consumers who achieve a brand personality. The concept that exists in oneself influences brand selection. The attitude of consumers who feel their needs are fulfilled will achieve self-congruence. The suitability of the consumer determines the brand to be chosen.

*H1: Brand Personality positive effect on Self congruity*

### **2.2.2. Relationship Brand Personality to Trust**

Beliefs are positively impacted by consumer brand personality. When customers choose to visit high-end brands, research (Choi & Hyun, 2017) demonstrates that people look for and expect high-quality products and services. Research indicates (Tong, Su, & Xu, 2018), a well-known brand personality can help consumers reinforce their brand emotionally and is positively correlated with the degree of trust. Consumer perceptions when looking for information about a product are influenced by brand personality. Customers' perceptions of brand quality are influenced by the product they choose. Brand personality's effect on consumer trust behavior is the more clear.

*H2: Brand Personality positive effect on trust*

### **2.2.3. Relationship of Self-Congruity to Trust**

Cognitive-based beliefs are an essential factor in influence-based beliefs for psychological factors. Cognitive trust has the most significant effect on perceived brand similarity on self-congruence. On research (Kumar, 2016), the effect of self-congruence on satisfaction has a positive impact. Self-congruence is a concept that has been used by researchers, and they have shown that there is a strong link between self-congruence and enjoyment. Customers will think things through in order to feel confident about the brand they select. Customers' confidence is affected by how well the brand they select fits their needs. Brand views regarding the ideal self-congruence can be influenced by brand-fit customers.

*H3: Self-congruity has positive effect on trust*

### **2.2.4. Relationship of Trust to Brand Loyalty**

Customer loyalty must develop in order to create trust. When loyalty has developed, their trust in the brand will accumulate. Trust positively impacts brand loyalty in research (Huang, 2017). Customers who feel safe about the brand will increase their trust in the selected product or service. Trust makes them that soon, there will be a surge in buying. Customers' trust in the chosen brand makes customers loyal to that brand. Companies must fulfill their customer's promises. Customers will feel confident when the company has fulfilled their wishes of the customer (Wongsansukcharoen, 2022). The level of customer trust will be higher, and the desire to return customers will appear. Good consumer behavior has a positive impact on the brand. Customer behavior patterns that believe in the product will be committed to a particular brand and will make repeated purchases.

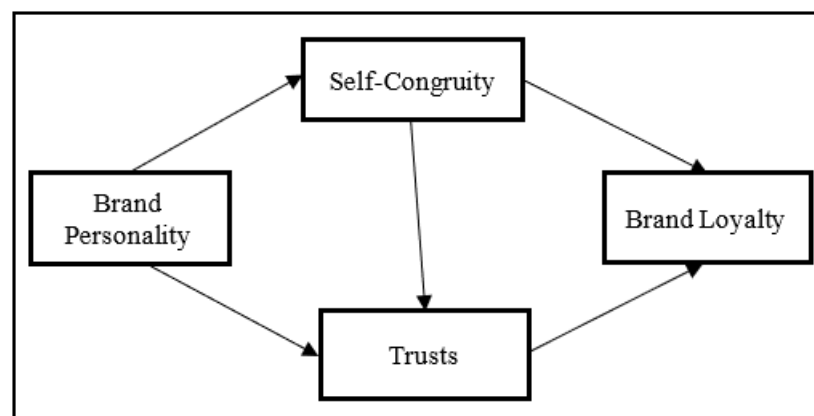
*H4: Trust has a positive effect on Brand Loyalty*



### 2.2.5. Relationship of Self-Congruity to Brand Loyalty

Self-conformance can affect consumer behavior. From the research results (Kim, Shin, D. J., & Koo, 2018), the self of congruence positively affects brand loyalty. Products used by customers by the character of consumers to make consumers more loyal to the brand. Loyalty includes self-congruence, which has been seen as a driving force for consumer attitudes and behavior towards a product. Customers tend to develop feelings of loyalty when they experience self-congruence. The excellent image perception of customers makes them loyal to the brand. Word-of-mouth communication becomes a cue to develop individual attitudes. Self-congruence influences brand loyalty (Shamah, Mason, Moretti, A., & Raggiotto, 2018). Customers develop individual attitudes toward products, brands, or services. The customer has found a brand that suits him. Customers will be loyal to a brand that suits them.

*H5: Self-congruity has a positive effect on Brand Loyalty.*



*Primary data, processed in 2022*

**Figure 1.** Conceptual Framework

## 3. Research Method

Thesis research uses a quantitative approach. In this research, the subject being analyzed is the universal generation. It is related to the emergence of brand loyalty. The research object is related to the problems and themes that are being studied. The object to be investigated by researchers is freight forwarding services. The subject of customers who had used the services of the expedition. It aims to analyze what influences brand loyalty. The positions to be determined are Yogyakarta and Central Java. This subject was selected because it statistically proves that the customer is dominated by residents of Yogyakarta and Central Java.

For Zikmund, B. & Griffin (2009), The population has several characteristics adapted to the research objectives. The population in this research is the brand character bond, self-congruence, and the trust of all consumers who use the shipping service loyalty. The illustration for this research is purposive sampling for collecting research samples. This research uses several criteria related to respondents, namely respondents who know courier services, how often respondents use courier services, respondents who have felt satisfied with courier services, alibis of respondents using courier services, and respondents who use

J&T courier services and residing in Central Java or in Yogyakarta to be sampled for researchers. Questionnaire distribution is a data collection technique used by researchers. This study uses 28 indicators as data to be analyzed. Respondents needed for researchers are estimated to be between 300 respondents. This research was conducted on December 8, 2022. Structural equation model (SEM) that research analysis used to test the research hypothesis. The SEM procedure is a statistical model that attempts to describe the relationship between many variables. SEM describes the relationship between the dependent, independent, and variables listed in the analysis (Hair, Black, Babin, B. J., & Anderson, 2019). Furthermore, there are several information analysis steps in this SEM test, namely: Measurement Test, Structural Model, Normality, Outlier, Validity, and Reliability test, Goodness of Fit test, and Hypothesis test.

## **4. Results and Discussion**

### **4.1. Respondent Profile**

A total of 209 respondents met the main criteria, namely the criteria for respondents referring to users of J&T expedition services from Yogyakarta and Central Java. The identity of the respondent includes gender of the respondent, last education, occupation, and place of residence. Yogyakarta gets the number of respondents 70 or 33.5%. Kebumen got 42 respondents or 20.1%. Semarang amounted to 25 respondents or 15.3%. Cilacap amounted to 21 respondents or 10%. Starch received a total of 11 respondents or 5.3%. Jepara has as many as 8 respondents or 3.8%. In the results of female respondents, there were 107 respondents or 51.2%, and in men, there were 102 respondents or 48.8%. In the identity of high school education or equivalent, there were 52 respondents or 24.9%. S1 equivalent amounted to 132 respondents or 63.2%. S2 equivalent amounted to 19 respondents or 9.1%. Students/students amounted to 79 respondents or 37.8%. The identity of work as an employee or employees amounted to 47 respondents or 22.5%. Entrepreneurs amounted to 24 respondents or 11.5%. Private employees amounted to 23 respondents or 11%. Homemakers amounted to 4 respondents or 1.9%. PNS or BUMN amounted to 27 respondents or 12.9%. Professionals (doctors, accountants, architects, etc.) amounted to 5 respondents or 2.4%.

Pati with a low number of users at 3.8% because the number of outlets is only 16 stores. The results were found to make it easier for researchers to obtain valid data. Nothing is more dominant between the two of them who use expedition services. S1 or equivalent more often use expedition services. The big difference between elementary school or its equivalent and junior high school equivalent is that they rarely use expedition services. Students and students more often use expedition services than homemakers and those who are professionals (doctors, accountants, architects, etc.).

### **4.2. Validity and Reliability Test**

The validity test that is carried out needs to show that if the Pearson correlation is  $> 0.5$  and produces a positive value, then the indicator on a variable is declared to pass. The Cronbach Alpha value must be greater than 0.70 for a variable to be declared reliable. Researchers used the IBM SPSS Statistics 22 software to measure the validity test, and the sample tested was 209 respondents.

**Table 2.** Validity Test

Variable	Indicator	Pearson	Validity
<i>Brand Personalities</i>	BP1: I felt that the expedition gave me the assurance of fast and responsible service.	,716**	valid*
	BP2: I feel that the expedition provided good and honest service to me all this time.	,670**	valid*
	BP3: expeditions provide services in accordance with the professionalism and competence as promised.	,572**	valid*
	BP4: Good praise for the expedition from many people matches the praise I would give to the company.	,671**	valid*
	BP5: I was happy when the expedition was still operating.	,501**	valid*
	BP6: I consider the expedition to be reliable during my use of the service.	,649**	valid*
	BP7: I consider expeditions to be the leading company in the expedition industry.	,670**	valid*
<i>Self-congruity</i>	SC1: The expedition is in line with how I see myself, which prioritizes simplicity and practicality.	,657**	valid*
	SC2: When I use expedition services, it suits my personality, which tends to make quick decisions.	,676**	valid*
	SC3: This expedition is consistent with what I want, others see me as a person of good judgment.	,680**	valid*
	SC4: The expedition has a consistent character like myself, which is always trusted by others.	,649**	valid*
	SC5: The description of the expedition's character reflects the same creative and innovative side of myself.	,563**	valid*
	SC6: I feel that my fellow expedition users are similar in character, prioritizing good quality.	,693**	valid*
<i>Trusts</i>	T1: I am often reassured by professional expedition services.	,641**	valid*
	T2: I feel that the expedition really takes care of the quality of service for customer satisfaction.	,686**	valid*
	T3: I assessed the information offered by the expedition as promised to the customers.	,698**	valid*
	T4: Expedition always maintains satisfaction for now and will plan for future business breakthroughs.	,737**	valid*
	T5: I feel that the expedition always provides solutions when problems occur in the delivery process.	,701**	valid*
	T6: I consider the expedition brand to have successfully represented the epitome of stewardship in the expedition industry.	,599**	valid*
<i>Brand Loyalty</i>	BL1: I feel that the expedition provides superior service regarding the speed of delivery compared to other expeditions.	,666**	valid*
	BL2: I feel that the choice of the expedition is better and more appropriate than using other expeditions.	,592**	valid*
	BL3: I will voluntarily tell others about the good quality of the expedition.	,716**	valid*
	BL4: I would recommend the expedition because it has cheap rates to others.	,670**	valid*



Variable	Indicator	Pearson	Validity
	BL5: I feel loyal when using expedition services	,613**	valid*
	BL6: I would recommend expeditions based on e-commerce business delivery to others.	,655**	valid*

Primary data, processed in 2022

According to the table above, from the test results that have been carried out, all indicators are valid. Indicators that pass will be tested at the next stage.

**Table 3.** Reliability Test

No	Variable	Cronbach's Alpha Value	Information
1	Brand Personality	0.750	Reliable
2	Self-congruity	0.724	Reliable
3	Trusts	0.755	Reliable
4	Brand Loyalty	0.715	Reliable

Primary data, processed in 2022

All variables are declared reliable based on the table above because they have a Cronbach alpha value of more than 0.70. All indicators of this result can be continued.

#### 4.3. Structural Model Test

The following is the result of the structural test model in the form of the goodness of fit index:

**Table 4.** Goodness of Fit

No	Index	Criteria	Results	Description
1	CMIN/DF	$CMIN/DF \leq 3,0$	2,171	Good Fit
2	RMSEA	$RMSEA \leq 0,08$	0,075	Good Fit
3	GFI	GFI 0,8 – 0,9	0,888	Marginal Fit
4	TLI	TLI 0,8 – 0,9	0,893	Marginal Fit
5	CFI	CFI 0,8 – 0,9	0,913	Good Fit

Primary data, processed in 2022

CMIN/DF has met the criteria with a value of 2.171 (Good Fit). The RMSEA value also meets the criteria with a value of 0.075 which is below <0.08 (Good Fit). The GFI value also amounts to 0.888 which means it meets the criteria (Marginal fit). The TLI value has met the criteria with each value of 0.893 (Marginal fit). CFI has met the requirements with a value of 0.913 (Good Fit).

**Table 5.** Hypothesis Result

No	Hypothesis	Estimate	P	Limit	Result
1	There is a positive influence of Brand Personality on the Self-congruity of expedition service users	0.138	0.000	0.100	Accepted
2	There is a positive influence of Brand Personality on the trust of expedition service users	0.193	0.050	0.100	Accepted
3	There is a positive influence of self-congruity on the trust of expedition service users	0.166	0.000	0.100	Accepted
4	There is an influence of Trust on Brand Loyalty	0.662	0.786	0.100	Rejected

No	Hypothesis	Estimate	P	Limit	Result
	for users of expedition services				
5	There is a positive influence of Self-congruity on Brand Loyalty of expedition service users	0.633	0.098	0.100	Accepted

*Primary data, processed in 2022*

That bond between Brand Personality and Self of congruity variables has a probability value of 0.000. This value proves that the Brand of Personality has a significant positive effect on Self-congruity. This has been explained in terms of self-congruence, describing the desire of consumers to ensure a product or service that matches a person's character. The concept contained in oneself influences the choice of a brand. Consumers tend to choose a brand that represents the brand's character and reflects itself (Yang, Isa, Ramayah, Blanes, R., & Kiumarsi, 2020). For this research, it is stated that Brand Personality has a significant positive effect on Self of congruity. The company provides fast service and responsibility for the goods delivered. Research(Huaman-Ramirez, Merunka, D., & Maaninou, 2021) states that brand personality has a positive impact on self-congruence because self-congruence is key to increasing positive attitudes as consumers who achieve a brand personality. Researchers can conclude that the stronger the Brand Personality, the stronger the Self-congruity in consumers who use expedition services. Expedition companies that provide fast service and responsibility for the goods delivered make consumers more confident that the company has reliable service.

That relationship between the Brand of Personality variable and trust has a probability value of 0.050. This value proves that Brand Personality has a significant positive effect on trust. That is supported by previous newspaper research (Choi, Y. G. & Hyun, 2017). Consumers who choose to go to high-end brands expect and demand high-quality products and services. The results of this research stated that Brand Personality has a significant positive effect on trust. Consumers can count on a company because its reliable service influences it. Services provided by companies who are honest to protect their customer satisfaction. Tried research Tong, Su, J., & Xu (2018) proves that brand characteristics that fulfill the characteristics can help consumers raise their emotional level and have a positive relationship with their confidence level. Researchers can conclude that the stronger the Brand Personality, the stronger the Trust in consumers who use expedition services. Consumers can rely on expedition services because they are influenced by their professional services. The services provided by honest expedition companies aim to maintain their customer satisfaction.

The relationship between the Self-congruity variable and trust has a probability value of 0.000. This value indicates that Self-congruity has a significant positive effect on trust. Cognitive-based beliefs are an essential factor in influence-based beliefs for psychological factors. Research Ortiz, Chih, & Teng (2017) showed that self-congruence affects consumers psychologically between trust and a positive effect on the intention to give and obtain information. The results of this study stated that Self-congruity positively and significantly influenced Consumer Trust in choosing a company because of the influence of the company, which always maintains quality for the sake of customer satisfaction. The company has been successful because its creative and innovative character influences it. On research (Kumar, 2016), Consumers will develop self-congruence when they have found a sense of trust in the product. Researchers can conclude that the stronger the Self-congruity, the stronger the Trust in consumers who use expedition services. Consumers choose expedition services because of the influence of companies that always maintain quality for the satisfaction of consumers. Expedition services have been successful because they are influenced by the creative and

innovative character of the company.

Relationships between variables Trust in a brand of loyalty has a probabilities value of 0.786. This value proves that trust has a positive but insignificant effect on Brand Loyalty. This proves that more than trusting a brand is needed for repurchase and loyalty. Because belief is only relevant in a state of uncertainty. Results in research Bianchi, Drennan, & Proud (2014) prove that belief does not affect brand loyalty but directly influences brand satisfaction. So the stronger the trust, the weaker Brand Loyalty will be for consumers who use expedition services. According to previous research, to is an insignificant relationship between trust and loyalty. This happens when customers believe in the brand but do not lead to brand loyalty. Consumers will feel loyal when they feel satisfaction first. Satisfaction mediates the relationship between customer trust and brand loyalty. As a result, higher levels of trust result in more satisfaction, but not necessarily loyalty. Consumers think that the expedition service company has become not the main symbol of the expedition company so consumers are not willing to tell others about poor quality.

Relationships between variables self-congruity in brand loyalty have probabilities value. The relationship between the Self-congruity variable and Brand Loyalty has a probability value of 0.098. This value is convincing if Self-congruity has a significant positive effect. Brand of Loyalty. Products used by customers follow the character of consumers to make consumers more loyal to the brand. Customers tend to develop feelings of loyalty when they experience self-congruence. From the research results Kim, M. & Thapa (2018), self-congruence positively affects brand loyalty. Characters who have creativity and innovation make consumers feel loyal when using expeditions. Consumers who are satisfied with the service will not use other expeditions. Researchers can conclude that the stronger Self-congruity, the stronger Brand Loyalty will be for consumers who use expedition services. The role of self-congruence makes influences brand loyalty (Shamah, Mason, Moretti, A., & Raggiotto, 2018). Researchers can conclude that the stronger the Self-congruity, the stronger the Brand Loyalty will be for consumers who use expedition services. The character of expedition service companies that have creativity and innovation makes consumers feel loyal when using expeditions. Consumers who are satisfied with this expedition service will not use other expeditions.

## 5. Conclusion

The Brand Personality variable has a good and significant impact on the Self-congruity variable. The Brand Personality variable has a good and significant impact on the Self-congruity variable. This states that consumers who use courier services feel more suitable when the expedition used is still operating, influenced by the character of a creative and innovative shipping company in marketing. Consumers will find it easier to choose the brand they will use. The Brand Personality variable positively and significantly influences the Trust variable. This states that the shipping company receives various comments from consumers who are good because the information regarding the current rates is according to the delivery distance so that consumers can find out about shipping costs. Their emotional trust will arise in the brand. The Self-congruity variable has a positive and significant influence on the Trust variable. This states that the freight forwarding company is consistent with good service because of their professional performance by prioritizing the timeliness carried out by the company. Consumers who use expeditions who feel fast service in shipping is provided make them more confident in professional performance services. The Trust variable has no influence and is not significant on the Brand Loyalty variable. This states that different attitudes among consumers are felt. The higher consumer trust, the weaker brand loyalty.

For consumers looking for solutions for shipping goods, freight forwarding service companies provide expensive rates for shipping. The Self-congruity variable has a good and significant impact on the Brand Loyalty variable. This states that consumers who use consumers who receive recommendations from others because of the compatibility felt by consumers regarding friendly service.

How to maintain the image can be by creating a qualified infrastructure, improving the services provided to be faster, safer, and reducing the occurrence of work errors in order to maintain the quality of expedition services. Companies are expected to form education about the dangers of address numbers that have been used to be stored properly. Companies can use posters about the dangers of addresses that have been used not to be thrown away carelessly. This can increase the sense of security of consumers. Companies increase innovation in advertising through social media. Provide advertising videos to attract customers so that they have more trust in the company. Consumers who want fast delivery are expected the company to increase the fleet used for expedited delivery. This makes consumers feel right about using the expedition service.

The research that has been done is expected that researchers using image congruity theory are expected to replace the object used. In the following study, replace the object by looking at the most frequently used services, namely online taxi companies. Online taxi users are already very widespread and easily accessible. Online taxi companies that maintain their brand image can make their users more loyal to the company. The theory used is also helpful for maintaining the good image of the expedition service company and will maintain it as the best expedition industry. In the following research, it is recommended to use a different theory. This study uses Image Congruity Theory. The next researcher is expected to use the theory of reasoned (TRA) if using the same object. This theory explains the attitudes that represent personal factors of behavior. It can be seen that purchase intentions affect relationships, such as Brand Personality attitudes. This theory is expected to be used and provide benefits for companies to be able to see the characteristics of how they increase the sense of purchase in consumers.

Future research is expected to minimize the age group to be studied. The results of this study show that generation X and Z users use more. This can be concluded for the use of subjects who will be targeted are generation X and Z users. Subjects with a focus on age can make it easier for researchers to find intended respondents. Further research is expected to affect users of expedition services more broadly so that it has a direct impact on consumers and companies.

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