

ABSTRACT

In this modern era, communication tools are an important device. Along with the development of the world of technology, the field of telecommunications is also experiencing rapid progress. One of the technological tools that cannot be separated from today's society is the smartphone. Based on research conducted by IDC 2020, it shows that even though Indonesia is being hit by the Covid-19 pandemic, which causes the Indonesian economy to continue to experience a very drastic decline. However, the Vivo company can be the company that has the largest market share, which is 26.8% compared to other smartphone companies which have experienced consecutive declines. This has become a business phenomenon where it turns out that the buying interest owned by Vivo consumers is higher than other Android products. Therefore, it is important for the company to develop an appropriate marketing approach so that the company can maintain the leadership it has. In addition to this business phenomenon, based on the existing literature, it shows that there is a research gap which states that there is an inconsistency of research results between the relationship between brand image and purchase intention. So based on the business phenomena and research gaps, this is the basis for this research.

This study aims to develop a conceptual model on how to manage Brand Image using the Self-Congruity Theory approach so as to increase Purchase Intention through self-congruity assistance. In order to enrich this research, the researcher decided to add an additional independent variable, namely Quality Perception. In this study, data collection involved 160 respondents with the main criteria that they have used or are currently using Vivo smartphone products and are domiciled in the city of Semarang. The data obtained were then analyzed quantitatively and structurally using the Structural Equation Modeling (SEM) method using a tool in the form of the Analysis Moment of Structural (AMOS) version 22 program.

Based on the results of this study, it was found that brand image has a positive and significant effect on self-congruity, in line with this it was also found that quality perception has a positive and significant relationship with self-congruity. positive and significant influence on the relationship between brand image and purchase intention and lastly, self-congruity was also proven to have a significant and positive effect on purchase intention. Therefore, all hypotheses in this study were accepted. So it is hoped that this research can be useful for the development of Vivo's corporate strategy and can become a useful literature for the benefit of academics.

Keywords: Brand Image, Quality Perception, Self Congruity, Purchase Intention, Self-Congruity Theory.