

ABSTRACT

This study investigates the relationship between brand image and purchase intention, focusing on Toko Kopi Tuku, an Indonesian coffee shop renowned for its palm sugar milk coffee. The research addresses gaps in previous studies by examining the role of self-image congruence and brand preference as mediating factors in this relationship. Using Self-Congruence Theory as the theoretical framework, the study aims to understand how consumers' self-perception aligns with the brand image of Toko Kopi Tuku and how this influences their brand preferences and purchase decisions.

Data were gathered through a structured questionnaire from 185 customers of Toko Kopi Tuku in Jakarta and analyzed using Structural Equation Modeling (SEM). The findings reveal that brand image positively impacts self-image congruence, which in turn strongly influences brand preference. However, the relationship between self-image congruence and purchase intention was inconsistent, indicating that other factors like product quality, pricing, or customer feedback might also play significant roles in shaping purchasing behavior.

The study provides valuable insights for marketing strategies in the coffee shop industry, emphasizing the importance of aligning brand image with consumer self-perception to foster stronger brand preference. By understanding the complex dynamics between brand image, self-congruence, and purchase intention, businesses can better position themselves in competitive markets. These findings contribute to the broader understanding of consumer behavior and offer practical recommendations for enhancing brand loyalty.

Keywords: Brand Image, Self-Image Congruence, Brand Preference, Purchase Intention.