

ABSTRACT

Pandemic Covid-19 led to restrictions on community activities that can be affected on business activities and also impact on economy sectors. A Large-scale Social Restrictions (PSBB) or Enforcement of Community Activity Restrictions (PPKM) have also been shown to change people's consumption patterns. As a result of social distancing, consumers changing their purchases type from directly visit to the store to online purchase. They also buy food through online or home delivery. At this time, people seek healthy drink in simple way like cold-pressed juice as a daily consumption to maintain their immune systems. The role of competitive prices and brand image are very important in the online market. In addition, based on phenomenon, previous studies found inconsistent relationship results between competitive prices, brand image, self-image congruence, and online purchase intention. This research gap is the basis that aims to develop an empirical research model to address the gap between online purchase intention of Rejuve Cold-pressed Juice by testing the competitive prices, brand image, and self-image congruence.

This study begins by developing a research framework that analyzes the relationship between competitive prices, brand image, and self-image congruence based on the self-congruence theory of previous research. Data collection involved 120 respondents using a questionnaire method consisting of open questions regarding personal data and closed questions. The respondents from customer of Rejuve who are domiciled in Jakarta and age start from nineteen years old. The data analyzed by using data quantitative and using a tool of the Analysis Moment of Structural (AMOS) version 24 program part of Structural Equation Model (SEM).

From the results of the study it was found that competitive prices, brand image, and self-image congruence have a positive and significant effect on online purchase intention for Rejuve Cold-pressed Juice products. Therefore, all hypotheses in this study were accepted. This research expected for managerial implications that can be a suggestion for improvement for PT Sewu Segar Primatama which houses Rejuve Cold-pressed Juice.

Keywords: Self-Congruence, Competitive Prices, Brand Image, Self-image Congruence, Online Purchase Intention.