

## SUMMARY

This study aims to analyze and find out more deeply whether Brand Attractiveness and Self-Compatibility affect the Purchase Intention of the Three Second Purwokerto Brand. The number of samples in this study were 125 respondents. The research method used is a quantitative descriptive method using an online survey via google form. The analytical tool used is SEM Amos. Based on the research results, it can be concluded that Brand Attractiveness has no effect on Purchase Intention, Self Congruence has no effect on Purchase Intention, Customer Brand Identification has no effect on Purchase Intention, Brand Attractiveness has no effect on Customer Brand Identification, Self Congruence has no effect on Customer Brand Identification, and Customer Brand Identification mediates the influence of Brand Attractiveness and Self Congruence to Purchase Intention, The managerial implication of the conclusions in this study is that it is expected that Three Second can pay special attention to the attractiveness of its brand, such as providing attractive products, providing products that have their own characteristics. The limitations of this study are 1) the number of respondents in this study was 125, of course it is still not enough to describe the actual situation, 2) the data generated in this study was only from a questionnaire instrument without interviews, so the data collected was less than optimal.

**Keywords: Brand Attractiveness , *Self Congruence*, Purchase Intention, Customer Brand Identification.**

## RINGKASAN

Penelitian ini bertujuan untuk menganalisis dan mengetahui lebih dalam apakah Daya Tarik Merek dan Kesesuaian Diri berpengaruh terhadap Niat Beli Merek Three Second Purwokerto. Jumlah sampel dalam penelitian ini sebanyak 125 responden. Metode penelitian yang digunakan adalah metode deskriptif kuantitatif dengan menggunakan survey online melalui google form. Alat analisis yang digunakan adalah SEM Amos. Berdasarkan hasil penelitian disimpulkan Brand Attractiveness berpengaruh terhadap Niat Beli, Self Congruence tidak berpengaruh terhadap Niat Beli, Customer Brand Identification berpengaruh terhadap Niat Beli, Brand Attractiveness tidak berpengaruh terhadap Customer Brand Identification, Self Congruence berpengaruh terhadap Customer Brand Identification, Customer Brand Identification memediasi pengaruh Brand Attractiveness and Self Congruence terhadap Niat Beli, Implikasi manajerial dari kesimpulan dalam penelitian ini adalah diharapkan Three Second dapat memberikan perhatian khusus pada daya tarik mereknya seperti menyediakan produk yang menarik, menyediakan produk yang memiliki ciri khas tersendiri. Keterbatasan penelitian ini adalah 1) Jumlah responden dalam penelitian ini adalah 125, tentunya masih belum cukup untuk menggambarkan keadaan yang sebenarnya, 2) data yang dihasilkan dalam penelitian ini hanya dari instrumen angket tanpa wawancara, sehingga data yang terkumpul kurang optimal.

**Kata Kunci:** *Brand Attractiveness* , *Self Congruence*, *Niat beli*,  
*Customer Brand Identification*