

ABSTRAK

Penelitian ini merupakan studi empiris dengan judul “Peran *Self Congruity* dan *Brand Image* dalam Memediasi Pengaruh *Brand Personality* terhadap *Brand Love* (Studi Pada Konsumen *Coffee Shop* Praketa Purwokerto)”. Tujuan dari penelitian ini yaitu untuk menganalisis peran mediasi *self congruity* dan *brand image* pada pengaruh *brand personality* terhadap *brand love*. Populasi dalam penelitian ini adalah konsumen *coffee shop* Praketa Purwokerto. Sampel pada penelitian ini sebanyak 208 responden yang diambil menggunakan metode *accidental sampling*. Data dianalisis menggunakan *Structural Equation Modeling* (SEM) dan diolah dengan *software* AMOS 24. Hasil penelitian menunjukkan bahwa : (1) *Brand Personality* berpengaruh positif terhadap *Brand Love*. (2) *Brand Personality* berpengaruh positif terhadap *Self Congruity*. (3) *Brand Personality* berpengaruh positif terhadap *Brand Image*. (4) *Self Congruity* berpengaruh positif terhadap *Brand Love*. (5) *Brand Image* berpengaruh positif terhadap *Brand Love*. (6) *Self Congruity* dapat memediasi *Brand Personality* Terhadap *Brand Love* secara signifikan. (7) *Brand Image* dapat memediasi *Brand Personality* Terhadap *Brand Love* secara signifikan.

Kata kunci : *Brand Personality, Self Congruity, Brand Image, Brand Love.*



ABSTRACT

This research is an empirical study with the title "The Role of Self Congruity and Brand Image in Mediating the Influence of Brand Personality on Brand Love (Study on Consumers of Coffee Shop Praketa Purwokerto)". The purpose of this study is to analyze the mediating role of self-congruity and brand image on the influence of brand personality on brand love. The population in this study were consumers of coffee shop Praketa Purwokerto. The sample in this study were 208 respondents who were taken using the accidental sampling method. Data were analyzed using Structural Equation Modeling (SEM) and processed with AMOS 24 software. The results showed that: (1) Brand Personality has a positive effect on Brand Love. (2) Brand Personality has a positive effect on Self Congruity. (3) Brand Personality has a positive effect on Brand Image. (4) Self Congruity has a positive effect on Brand Love. (5) Brand Image has a positive effect on Brand Love. (6) Self Congruity can significantly mediate Brand Personality to Brand Love. (7) Brand Image can significantly mediate Brand Personality to Brand Love.

Keywords : *Brand Personality, Self Congruity, Brand Image, Brand Love.*

