THE IMPACT OF BRAND IMAGE, SELF-IMAGE CONGRUENCE, AND BRAND PREFERENCE ON PURCHASE INTENTION OF TOKO KOPI TUKU
(A Study on Toko Kopi Tuku Jakarta)

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ABSTRACT

This study explores the relationship between brand image and purchase intention at Toko Kopi Tuku, a popular Indonesian coffee shop known for its palm sugar milk coffee. It focuses on the mediating role of self-image congruence and brand preference, using Self-Congruence Theory to understand how consumers' self-perception aligns with the brand's image and affects their purchasing decisions.

Data were collected from 185 Toko Kopi Tuku customers in Jakarta through a structured questionnaire and analyzed using Structural Equation Modeling (SEM). The results show that brand image positively influences self-image congruence, which strongly impacts brand preference. However, the link between self-image congruence and purchase intention was inconsistent, suggesting that factors like product quality, pricing, or customer feedback may also play key roles in shaping purchasing behavior.

The study highlights the importance of aligning brand image with consumer self-perception to strengthen brand preference in the coffee shop industry. These insights can help businesses enhance their marketing strategies and contribute to a deeper understanding of consumer behavior, offering practical recommendations for building brand loyalty in competitive markets.

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

INTRODUCTION

Generation Z, born between 1997 and 2012, represents an influential demographic, with many now entering the workforce. After a busy week, they often seek leisure activities, with coffee shops emerging as a popular choice. Indonesia ranks fifth globally in coffee consumption, with trends like coffee milk gaining popularity. Coffee shops, part of the booming F&B industry, have become trendy spots for relaxation, especially among younger generations.

Coffee milk, a mix of coffee and milk, has become a favorite for its balanced taste. The rise of iced coffee with milk in Indonesia reflects broader changes in coffee culture, appealing to diverse consumers. A survey by Kompas in 2019 showed that 66% of respondents in Greater Jakarta were fans of iced coffee milk, with the trend being especially popular among millennials.

Toko Kopi Tuku, known for pioneering palm sugar milk coffee, gained fame in 2017 when President Joko Widodo visited. One of its best-sellers, Kopi Susu Tetangga, sells thousands of cups daily. Originally named "Es Kopi Susu Andanu" to appeal to local Cipete neighbors, the name was later changed to reflect its broader appeal.

Despite competition from big brands like Kopi Kenangan and Janji Jiwa, Tuku stands out by focusing on local coffee education and refusing to franchise. In the competitive coffee shop industry, understanding the relationships between brand image, self-image congruence, and brand preference is vital. This study examines how these factors influence consumer purchase intentions at Toko Kopi Tuku, providing valuable insights for marketing strategies. Based on the explanation above, the researcher is interested in choosing the title ***"THE IMPACT OF BRAND IMAGE, SELF-IMAGE CONGRUENCE, AND BRAND PREFERENCE ON PURCHASE INTENTION OF TOKO KOPI TUKU (A Study on Toko Kopi Tuku Jakarta)"***

THEORITICAL FRAMEWORK AND HYPOTHESIS FORMULATION
The Relationship between Brand Image and Self-Image Congruence

Brand image plays a crucial role in influencing consumer self-image congruence, where the alignment between a consumer's self-concept and a brand's image fosters a deeper connection. Schnurr et al. (2017) highlight that a brand's attractiveness enhances this alignment by resonating with a consumer's style and preferences, making the brand an extension of their identity (Sekarningtyas & Usman, 2023). Brands that embody integrity and quality also mirror consumers' ideal self-image, creating emotional bonds that go beyond product functionality (Matanra & Ali, 2023). This congruence strengthens the emotional attachment and encourages consumers to prefer brands that reflect their personal attributes and aspirations (Aghdaie & Khatami, 2013).

Additionally, high-quality brands foster social self-congruence by serving as status symbols that elevate social identity and pride (Amer & Obradovic, 2022). Consumers experience psychological benefits through brand association, boosting self-esteem and social recognition. This interaction between brand image and consumer identity leads to loyalty and advocacy, where consumers actively promote brands within their networks, reinforcing both their self-concept and the brand's image. Thus, congruence between brand image and consumer self-image is a key factor in building long-term engagement and loyalty. Based on these ideas, the following hypothesis is formulated:

H1 : Brand image has a positive effect on self-image congruence

The Relationship between Self-Image Congruence and Brand Preference

Research shows a strong link between self-image congruence and brand preference, illustrating how personal identity shapes consumer behavior. Su and Reynolds (2017) emphasize that self-image congruity significantly impacts emotional attachment to brands, leading to higher preferences. Yuanita and Marsasi (2022) found that self-image congruence drives brand attachment, especially in luxury brands, enhancing purchase intentions. Consumers tend to prefer brands that reflect their self-perception, as this creates a sense of comfort and validation. Zeng and Mourali (2021) and Klabi (2020) also argue that brands helping consumers connect with their ideal self-image foster deeper emotional connections and brand involvement, leading to long-term engagement.

Furthermore, aligning with a consumer's social self-image—how they wish to be perceived by others—strengthens the emotional bond through shared values. This alignment enhances the brand's perceived authenticity and reliability (Kim et al., 2021). Consumers with strong value congruence become brand advocates, promoting the brand within their social circles and contributing to its reputation. This advocacy strengthens brand loyalty and success over time, as personal identity and brand perception are closely connected. Based on these ideas, the following hypothesis is formulated:

H2 : Self-image congruence has a positive effect on brand preference

The Relationship between Self-Image Congruence and Purchase Imtention

Prior research confirms that self-image congruence significantly influences purchase intention, highlighting the role of personal identity in consumer behavior. Leckie et al. (2023) found that a clear self-image enhances consumer engagement with relevant information, as individuals seek products that align with their identity and values. This involvement fuels curiosity, prompting further information gathering and better decision-making (Bayón-Yusta et al., 2024; Rodriguez et al., 2020). Uğurlar and Wulff (2022) emphasize that a strong social self-image leads consumers to carefully evaluate alternatives, ensuring their choices reflect their desired social identity.

This alignment between self-image and brand choice also brings emotional and psychological benefits, fostering brand loyalty and advocacy. Consumers who perceive a brand as an extension of their self-image tend to develop strong emotional attachments, leading to increased purchases and positive word-of-mouth recommendations. This interplay between self-image, social perception, and brand loyalty underscores the powerful role of personal and social identity in shaping consumer behavior. Based on these ideas, the following hypothesis is formulated:

H3 : Self-image congruence has a positive effect on purchase intention

The Relationship between Brand Preference and Purchase Intention

Research consistently highlights a strong relationship between brand preference and purchase intention, showing that positive brand perceptions during the evaluation phase significantly boost purchase likelihood. Akbari et al. (2024) found that brand preference, shaped by factors like logos and customer satisfaction, mediates the impact of brand trust and perceived value on purchase intention. Ruslim et al. (2023) further confirm that consumers with a strong brand preference are more inclined to choose that brand, making brand preference a key driver of purchase intention (Pool et al., 2018).

Brand preference is influenced by elements such as brand experience, perceived quality, and emotional connections, leading to both increased purchase intention and brand loyalty (Septiani & Marlien, 2023). When consumers favor a brand, they are more likely to make repeat purchases and remain committed over the long term. This mediating role of brand preference, particularly in sectors like e-commerce and beverages, underscores its importance in driving both immediate sales and customer loyalty (Valerian & Keni, 2024). Based on these ideas, the following hypothesis is formulated:

H4 : Brand preference has a positive effect on purchase intention

RESEARCH FRAMEWORK
Based on previous research, the relationship between variables and the formulation of hypotheses, the following theoretical framework can be formulated:

Figure 1.1 Theoretical Framework
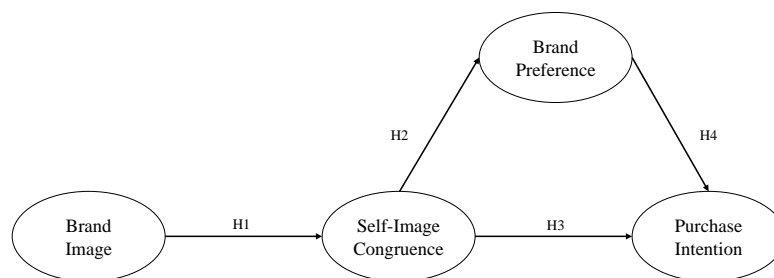
RESEARCH METHODOLOGY
Population and Sample

The population for this study consists of customers of Toko Kopi Tuku in Jakarta, with a sample size of 185 respondents selected through purposive sampling. This non-probability sampling method targets individuals aged 17 or older who have made or intend to make a purchase at a Toko Kopi Tuku branch. The sample size meets the requirements for SEM analysis, which typically requires between 100-200 respondents (Ferdinand, 2014). This method ensures that the population is representative of the subject being studied, rather than a random sample.

Research Variables and Definitions

Variables	Operational Definitions	Indicators
Brand Image (BI)	Brand image refers to the perception or impression that consumers have of a brand, encompassing the overall experience, perceptions, and associations held by consumers (Dinesh & Divyabharati, 2023).	1. Attractiveness 2. Quality 3. Performance (Bernarto et al., 2020; DAM & DAM, 2021; Fatma & Khan, 2024; Khan & Fatma, 2023; Susanto et al., 2022)
Self-Image Congruence (SIC)	Self-image congruence refers to the degree of alignment between a consumer's self-concept and the perceived image of a brand or product (Celica & Ferdinand, 2021).	1. Actual Self-Image 2. Ideal Self-Image 3. Social Self-Image (Celica & Ferdinand, 2021; Fatma & Khan, 2024; Ranjbarian & Ghaffari, 2018; Strandberg et al., 2020; Utami et al., 2017)
Brand Preference (BP)	Brand preference refers to customers' inclination toward certain brands, which influences how they process information about those brands (Ebrahim et al., 2016).	1. First Choice 2. Brand Interest 3. Emotional Connection (Boubker & Douayri, 2020; Le & Ngoc, 2024; Li et al., 2022)
Purchase Intention (PI)	Purchase intention is a key concept in consumer behavior research, reflecting the likelihood that a consumer will buy a particular product or service (Kudeshia et al., 2016).	1. Information Search 2. Consideration 3. Evaluation of Alternatives (Celica & Ferdinand, 2021; Indrawati et al., 2023; Rausch

RESULTS AND DISCUSSION

Toko Kopi Tuku is a cozy, popular coffee shop in Jakarta, known for its warm, rustic atmosphere and high-quality Indonesian coffee, particularly its famous es kopi susu with gula aren (palm sugar). With branches like Cipete, Bintaro, and Ciganjur, it blends community vibes with the convenience of online delivery. The café offers a wide range of coffee, teas, fresh juices, and locally sourced snacks, and also serves as a cultural hub, hosting events such as live music and coffee workshops. Committed to sustainability, Tuku promotes eco-friendly practices, making it a favorite for both coffee lovers and environmentally conscious patrons.

Figure 2.1 Hypothesis Result

	Standard Estimate	Estimate	S.E.	C.R.	P	Evaluation
Brand Image → Self-Image Congruence	0.611	0.683	0.112	6.117	***	Accepted
Self-Image Congruence → Brand Preference	0.858	0.810	0.106	7.632	***	Accepted
Self-Image Congruence → Purchase Intention	0.277	0.264	0.153	1.723	0.085	Rejected
Brand Preference → Purchase Intention	0.689	0.698	0.179	3.908	***	Accepted

Hypothesis Testing

Based on the hypothesis testing above, the following conclusions can be drawn:

1. Brand image positively influences self-image congruence, with a C.R. of 6.117 (required >1.96) and a significance of 0.000 (required <0.05). Therefore, Hypothesis 1 is accepted.
2. Self-image congruence positively influences brand preference, with a C.R. of 7.632 (required >1.96) and a significance of 0.000 (required <0.05). Thus, Hypothesis 2 is accepted.
3. Self-image congruence does not significantly impact purchase intention, with a C.R. of 1.723 (required >1.96) and a significance of 0.085 (required <0.05). Hypothesis 3 is rejected.
4. Brand preference positively influences purchase intention, with a C.R. of 3.908 (required >1.96) and a significance of 0.002 (required <0.05). Therefore, Hypothesis 4 is accepted.

CONCLUSION

This study examined the relationships between brand image, self-image congruence, brand preference, and purchase intention in the context of Toko Kopi Tuku, a prominent food and beverage company in Jakarta. The findings indicate that a positive brand image significantly influences self-image congruence, which in turn enhances brand preference. While self-image congruence did not directly impact purchase intention, brand preference was found to play a crucial role in driving purchase intention among customers. These results suggest that Toko Kopi Tuku can enhance customer purchase intention by focusing on strengthening its brand image and aligning it with customers' self-concepts, ultimately fostering greater brand preference. This strategic approach is essential for navigating the competitive market and cultivating a loyal customer base.

Managerial Implications

This study highlights the significant influence of brand image on self-image congruence, suggesting that Toko Kopi Tuku can enhance its connection with customers by consistently delivering high-quality coffee and exceptional service. By leveraging social media to build a community, share compelling stories, and engage with local influencers, the brand can strengthen its perception. Additionally, creating unique and consistent branding across all channels and implementing creative marketing campaigns, such as loyalty programs, will further solidify its reputation.

The findings also indicate that self-image congruence positively impacts brand preference, emphasizing the need for Toko Kopi Tuku to align its brand and products with customer identities and values. This alignment can be achieved by emphasizing core values in marketing strategies to create an emotional connection. Furthermore, as brand preference significantly affects purchase intention, Toko Kopi Tuku should focus on product quality and innovation to differentiate itself from competitors and enhance the overall customer experience, ensuring that customers are more likely to choose its brand in the future

Limitations

1. The data reveal an uneven distribution, as reflected by the fact that the majority of respondents are aged 17-26 years, accounting for 66.49% of the total respondents. Therefore, the results of this study are likely to reflect the perspective of Generation Z and do not represent the viewpoints of other demographic segments with different age ranges.
2. The findings related to the relationship between self-image congruence and purchase intention were rejected, thus failing to empirically demonstrate whether there is a direct effect of self-image congruence on purchase intention.

Suggestions for Further Research

1. The sample in this study lacked full demographic representation. Future research should include a broader age range of individuals who have purchased or intend to purchase from Toko Kopi Tuku and expand the geographic scope to encompass multiple provinces for more comprehensive findings.
2. To address the rejected hypothesis regarding self-image congruence and purchase intention, future studies should enhance measurement tools and explore mediating or moderating factors like brand loyalty. Qualitative methods, such as focus groups, can also provide deeper insights into the relationship between self-image and purchasing behavior.
3. Understanding the dynamics of brand image, self-congruence, brand preference, and purchase intention is crucial for Toko Kopi Tuku in the evolving food and beverage

industry. Ongoing research is necessary to adapt to these changing variables and strengthen insights over time.

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