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THE INFLUENCE OF SELF-IMAGE CONGRUENCE, HEDONIC MOTIVATION, AND BRAND EXPERIENCE ON PURCHASE INTENTION WITH BRAND ATTACHMENT AS A MEDIATING VARIABLE (STUDY ON THE INTEREST IN BYD SEAL ELECTRIC CARS IN PURWOKERTO)

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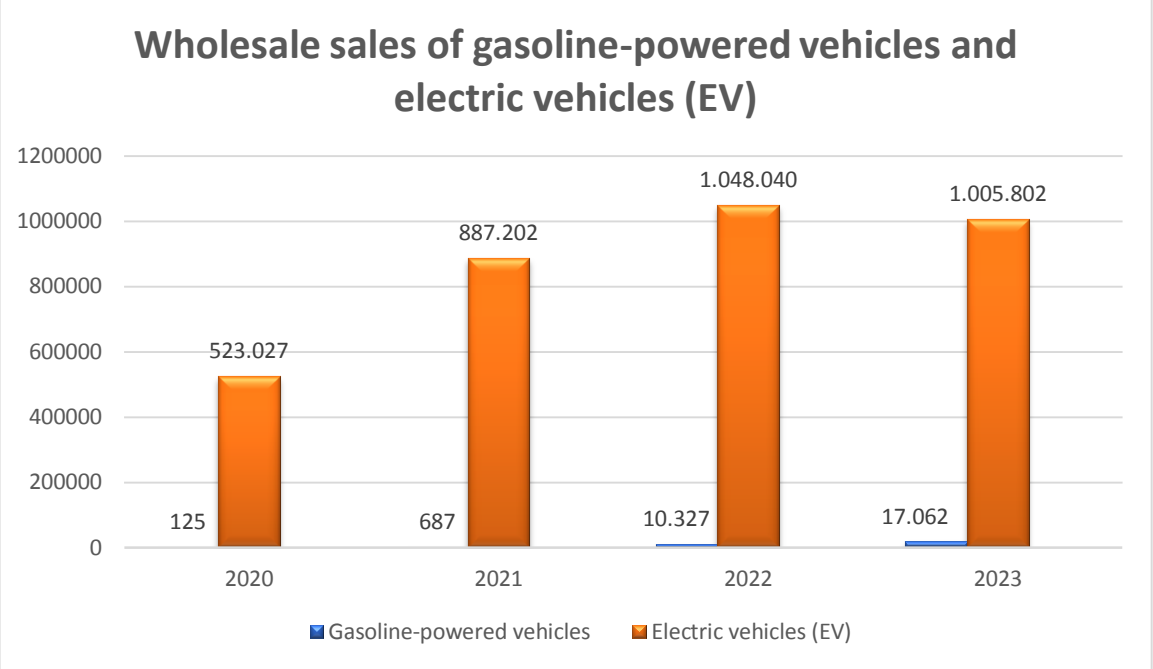
Abstract: The problem of carbon emissions from the transportation sector continues to increase globally and nationally, driving a shift in trends towards the use of more environmentally friendly electric vehicles. However, the adoption of electric cars in Indonesia still faces various challenges, including the dominance of fossil-fueled vehicles and low consumer emotional attachment to new brands. This study aims to analyze the influence of self-image congruence, hedonic motivation, and brand experience on purchase intention with brand attachment as an intervening variable, in the context of potential consumers of the BYD SEAL brand electric vehicle in the Purwokerto area. This study uses a quantitative approach with a survey method, where data were collected from 160 purposively selected respondents. The analysis technique used is Structural Equation Modeling based on Partial Least Squares (SEM-PLS). The results show that self-image congruence and brand experience have a significant positive effect on brand attachment, while hedonic motivation has no significant effect. Furthermore, purchase intention is significantly influenced by hedonic motivation and brand attachment, but not directly by self-image congruence or brand experience. Brand attachment has been shown to mediate the relationship between self-image congruence and brand experience on purchase intention, but not the relationship between hedonic motivation and purchase intention. This finding supports the Stimulus–Organism–Response (SOR) theoretical framework and emphasizes the importance of emotional attachment to the brand in shaping consumers' purchase intention for electric vehicles.

Keywords: self-image congruence, hedonic motivation, brand experience, brand attachment, purchase intention, electric vehicles, BYD SEAL

INTRODUCTION

Climate change and the increase in carbon emissions due to the burning of fossil fuels have become a global concern. NASA noted that global emissions from fossil fuel combustion reached 36.8 billion tons of CO_2 in 2023, and the transportation sector contributed nearly one-third of the world's total CO_2 emissions [1]. This condition is driving the acceleration of the transition to low-emission vehicles such as electric vehicles (EVs). Globally, the adoption of electric vehicles shows a very positive trend. Based on the Global EV Outlook 2024 report from the International Energy Agency (IEA), in 2023, nearly 14 million electric vehicles were sold globally, an increase of 35% from the previous year. Currently, electric vehicles account for about 18% of total new car sales worldwide [2]. In Indonesia, the adoption of electric vehicles is also experiencing an increase. Data from the Indonesian Automotive Industry Association (GAIKINDO) shows that electric vehicle sales in 2023 reached 17,062 units, an increase of 65.22% compared to 2022, which only reached 10,327 units [3]. However, this figure is still very small compared to conventional car sales. In the same year (2023), sales of gasoline-powered vehicles (GPVs) were recorded at 1,005,802 units, which means EVs only contributed about 1.7% of the total national car sales [3].



Source: Gabungan Industri Kendaraan Bermotor Indonesia (GAIKINDO)

The Indonesian government has been striving to accelerate the transition to electric vehicles through policies such as Presidential Regulation No. 79 of 2023 and the development of supporting infrastructure like SPKLU (Public Electric Vehicle Charging Stations) [4]. At the local level, including in the city of Purwokerto, charging infrastructure has also begun to be developed by both the government and private entities, such as Luminor Hotel and Hyundai Dealership Purwokerto [5], [6].

From the consumer behavior perspective, purchase intention serves as an initial indicator of new product adoption. Purchase intention represents the psychological readiness of consumers before making an actual purchase decision [7]. This highlights the importance of understanding what drives consumer purchase intentions towards electric vehicles, especially new brands like BYD.

One of the new players entering the Indonesian electric vehicle market is Build Your Dreams (BYD), a Chinese automotive company. In January 2024, BYD officially launched three electric vehicle models, namely the BYD Dolphin, BYD Atto 3, and BYD SEAL [8]. The BYD SEAL model targets the premium electric vehicle segment, featuring highlights such as the Blade Battery, DiSus-C smart suspension, and futuristic interior design [9]. This car is marketed in Indonesia with a price range of IDR 639–750 million, much lower than the Tesla Model Y which is sold for around IDR 2 billion [10]. Although it offers various advantages, BYD's main challenge is to build brand perception, credibility, and loyalty among Indonesian consumers.

In the context of product development, design strategy also plays an important role in building emotional attachment with consumers. Combining market orientation with the creative power of designers is important to create products with emotional and symbolic value [11]. In other words, producers must balance consumer demand with aesthetic novelty to create emotional and symbolic value. The design of the BYD SEAL reflects this approach through futuristic touches and advanced technology to build an emotional connection with consumers.

On the other hand, customer loyalty is also an important factor in the electric vehicle market. The overall experience, both physical and emotional, determines brand loyalty [12]. In the high-involvement product category such as electric vehicles, emotional attachment to the brand becomes increasingly important, as purchasing decisions are not only based on rationality but also on affective factors.

Three psychological stimuli—self-image congruence, hedonic motivation, and brand experience—are believed to influence brand attachment and ultimately purchase intention. When consumers feel that a brand reflects their self-image or aspirations, emotional attachment can be formed [13]. In products like EVs that are rich in

symbolic value, the emotional connection with the brand becomes the main determinant of the purchasing decision.

However, both theoretically and empirically, the relationship between these three psychological stimuli and purchase intention still leaves gaps in research. On the variable of self-image congruence, several studies have found that this variable does not have a direct effect on purchase intention, but rather an indirect effect through brand attachment or brand trust [14]. Meanwhile, hedonic motivation also presents inconsistent findings. Although some studies support a positive influence, in high-involvement products such as electric vehicles, there are results indicating that the influence is not significant [15]. Several previous studies have shown that brand experience positively affects purchase intention [14], [16], [17]. However, until now, there has not been much research explicitly showing that brand experience does not significantly affect purchase intention, especially in the context of high-tech products such as electric vehicles. Emotional attachment to the brand (brand attachment) becomes one of the important psychological processes in forming purchase intention, especially for products that involve long-term value such as electric vehicles. Other researchers have shown that brand attachment mediates the relationship between self-image congruence and purchase intention [14]. Rabbani et al. (2023) also demonstrated the mediating role of brand attachment in strengthening the influence of hedonic motivation and brand experience *[18]*. However, research that comprehensively examines these three stimuli with brand attachment, simultaneously testing the three stimuli on purchase intention through brand attachment in the context of premium electric vehicles like the BYD SEAL in secondary cities like Purwokerto is still rarely found. Using the Stimulus–Organism–Response (SOR) theory approach, which explains that external stimuli affect internal psychological conditions (organism), subsequently producing behavioral responses [19]. In this context, brand attachment is positioned as a mediating variable between stimulus and purchase intention. This study specifically examines consumer purchase interest in the BYD SEAL electric vehicle in Purwokerto. The lack of previous studies that simultaneously examine the relationship between self-image congruence, hedonic motivation, and brand experience on purchase intention through brand attachment makes this study relevant to fill the gap in the literature.

1. LITERATURE REVIEW

2.1 Stimulus-Organism-Response Theory (SOR)

This research refers to the Stimulus–Organism–Response (SOR) theory developed by Mehrabian and Russell (1974), which states that external stimuli (S) will affect the internal psychological condition of individuals (organism/O), which in turn produces behavioral responses (R). In this context, the stimulus reflects the influence of the external environment manifested in consumers' perceptions of a brand, such as the congruence between brand image and consumers' self-image (self-image congruence), the emotional drive to seek pleasure (hedonic motivation), and both direct and indirect experiences felt when interacting with the brand (brand experience) [20]. These three stimuli affect the internal psychological aspect of consumers' emotional attachment to the brand (brand attachment), which acts as the organism in this theoretical framework [21]. The organism itself describes the affective and cognitive processes of consumers that occur before behavior emerges, such as the process of identifying the symbolic value of a brand [13]. Next, the response referred to is the tendency or intention of consumers to purchase a product (purchase intention), which is formed as the final result of the interaction between stimulus and organism [18]. In the context of marketing, this SOR approach is considered relevant because it can explain the transition flow from exposure to brand elements to the emergence of purchase intention through the internal psychological mechanisms of consumers [22]. Therefore, this theory provides a strong conceptual foundation in understanding the relationship between self-image congruence, hedonic motivation, and brand experience on purchase intention, both directly and indirectly through brand attachment.

2.2 Purchase Intention

Purchase intention or buying intention is a form of psychological readiness of consumers to buy a product or service, which arises as a response to their perception of the value, quality, and benefits offered [23], [24]. In the context of electric vehicles, particularly new brands like BYD SEAL, purchase intention is influenced by several psychological factors such as the congruence between brand image and consumer self-image, the motivation to obtain emotional pleasure, and the sensory and affective experiences when interacting with the brand. However, various studies show that the influence of these three factors is not always direct; rather, it is often mediated by emotional attachment to the brand, which strengthens its impact on consumer purchase intention [14], [18]. Therefore, purchase intention is not only influenced by rational considerations but is also

the result of a complex psychological process laden with emotional content, shaped by consumers' perceptions, beliefs, and experiences with a brand [21], [25].

2.3 Hypothesis Development

2.3.1 Self-Image Congruence and Brand Attachment

Self-image congruence is the alignment between the consumer's self-image, both actual and ideal, and the image associated with a brand [26], [27]. When consumers feel that a brand reflects their personal identity or the self-representation they aspire to, a strong emotional connection will form between the consumers and the brand [13]. This condition psychologically creates affective comfort and strengthens the emotional attachment known as brand attachment. Previous research has also revealed that the perception of self-image congruence significantly contributes to the formation of brand attachment, as the brand is perceived as an extension of the consumer's self [14], [21]. Therefore, self-image congruence can be viewed as a key factor driving consumers' emotional attachment to a brand.

H1: Self-Image Congruence has a significant effect on Brand Attachment

2.3.2 Hedonic Motivation and Brand Attachment

Hedonic motivation refers to the emotional drive of consumers to purchase a product in order to obtain pleasure, entertainment, social status, or affectively pleasant experiences [28], [29]. In the context of premium products such as electric vehicles, the symbolic value and emotional satisfaction offered by the brand often become the main drivers of consumer interest. Brands that can convey a sense of luxury, modernity, or a certain lifestyle can trigger spontaneous emotional engagement. However, findings from various studies indicate that the influence of hedonic motivation on brand attachment is not always consistent and highly depends on the level of consumer involvement with the product [18], [30]. In products with a high level of involvement, such as electric cars, hedonistic stimuli are sometimes not strong enough to create a deep emotional closeness, because consumers also consider rational and functional aspects in a balanced manner. Therefore, it is important to test whether hedonic motivation can directly contribute to the formation of brand attachment in this context.

H2: Hedonic Motivation has a positive effect on Brand Attachment

2.3.3 Brand Experience and Brand Attachment

Brand experience is defined as the subjective perception of consumers towards various stimuli that arise from direct or indirect interactions with a brand, encompassing sensory, affective, intellectual, and behavioral aspects [20]. This experience is not only formed through product use but also from exposure to brand communication, design, physical environment, and the services received by consumers. In the context of modern marketing, brand experience plays an important role in building emotional connections with consumers, as positive experiences tend to strengthen affection towards the brand. Several studies emphasize that brand experience is one of the main stimuli within the SOR theory framework, capable of forming an internal psychological condition in the form of emotional attachment to the brand [22], [30]. This becomes increasingly relevant in the category of innovative and highly emotional value products such as electric vehicles, where consumers not only evaluate functional aspects but also respond to the emotional experiences offered by the brand as a whole.

H3: Brand Experience has a significant effect on Brand Attachment

2.3.4 Self-Image Congruence and Purchase Intention

Self-image congruence not only shapes affection towards a brand but also increases consumers' tendency to purchase products they believe represent their personal identity or self-aspiration [25], [27]. When consumers feel that a certain brand reflects who they are or how they want to be seen, that brand gains high symbolic value in the purchasing decision. However, various studies show that the influence of self-image congruence on purchase intention is not always direct. The positive effect of this identity congruence perception is often mediated by emotional factors such as brand attachment or brand trust, which strengthen the relationship between perception and consumer behavioral response [14]. In the context of high-involvement products such as premium electric vehicles, the perception of identity congruence with the brand is believed to play an important role in driving purchase intention, although emotional involvement serves as the main pathway bridging that influence.

H4: Self-image congruence has a positive effect on purchase intention

2.3.5 Hedonic Motivation and Purchase Intention

Hedonic motivation describes the consumer's drive to make purchases in order to obtain pleasure, comfort, or enjoyable emotional experiences when using a product [24], [31]. Consumers with hedonic motivation tend to associate their purchasing decisions with positive feelings, such as aesthetic satisfaction, entertainment, or social status symbols. Several studies indicate that hedonic motivation can drive strong purchase interest, especially when the product is capable of providing memorable and enjoyable emotional experiences [32]. In the context of electric vehicles like the BYD SEAL, the futuristic features, elegant design, and advanced technology offered by the brand have the potential to meet the expectations of consumers with a hedonistic orientation. Therefore, it is important to test the extent to which hedonic motivation contributes to the formation of purchase intention in this product category.

H5: Hedonic motivation has a positive effect on purchase intention

2.3.6 Brand Experience and Purchase Intention

The positive experience felt by consumers during their interaction with a brand can build trust, increase preference, and ultimately drive the emergence of purchase intention [20], [33]. In the context of high-involvement products such as electric vehicles, brand experience has a significant influence because consumers not only evaluate functional aspects but also respond to sensory, emotional, and rational elements simultaneously. When consumers have a pleasant and consistent experience with a brand, the tendency to purchase products from that brand will increase. However, several studies indicate that the influence of brand experience on purchase intention is often not direct. Brand attachment often acts as a mediator that bridges the influence of brand experience on consumer purchase intention, by strengthening emotional engagement before the formation of the purchase decision [18]. Therefore, it is important to test whether brand experience can directly influence purchase intention in this context.

H6: Brand experience has a significant effect on purchase intention

2.3.7 Brand Attachment and Purchase Intention

Brand attachment represents the emotional closeness between consumers and a brand, which includes personal connections, passion, and deep affection towards that brand [21]. This emotional bond makes consumers feel psychologically connected to the brand, thereby influencing their purchasing decisions and preferences. In various studies, brand attachment has proven to be one of the strongest predictors of purchase intention, especially in product categories with high risk and significant emotional involvement, such as electric vehicles [14], [34]. Consumers with high emotional attachment tend to be more loyal to the brand, more open to product recommendations from the same brand, and have a tendency to make repeat purchases. This shows that brand attachment not only strengthens loyalty but also becomes a key factor in forming stable and sustainable purchase intentions.

H7: Brand attachment has a significant effect on purchase intention

2.3.8 Brand Attachment as Mediation between Self-Image Congruence and Purchase Intention

The alignment between a consumer's self-image and the brand image, known as self-image congruence, can create an emotional closeness between the consumer and the brand [21]. When consumers feel that a brand reflects who they are or how they want to be perceived, an emotional attachment to the brand will form before the purchase intention emerges [14]. In the context of electric vehicles that involve emotional and symbolic considerations, brand attachment often serves as an important bridge between identity perception and purchase decisions. These findings align with the literature that describes brand attachment as a positive mediator between self-image congruence and purchase intention [18].

H8: Brand attachment mediates the influence of self-image congruence on purchase intention

2.3.9 Brand Attachment as Mediation between Hedonic Motivation and Purchase Intention

Hedonic motivation encourages consumers to seek pleasure, comfort, or positive emotional experiences in the consumption process [24]. Since brand attachment has been proven to strengthen purchase intention [18], it can be hypothesized that Brand Attachment mediates between Hedonic Motivation and Purchase Intention.

H9: Brand attachment mediates the influence of hedonic motivation on purchase intention

2.3.10 Brand Attachment Mediation between Brand Experience and Purchase Intention

A positive brand experience can strengthen consumers' emotional attachment to the brand [14]. Because brand attachment has been proven to drive purchase intention [18]. Therefore, the relationship between brand experience and purchase intention is expected to occur through brand attachment.

H10: Brand attachment mediates the influence of brand experience on purchase intention

2.4 Research Model

This research model refers to the Stimulus–Organism–Response (SOR) theory by Mehrabian and Russell (1974), with stimuli including self-image congruence, hedonic motivation, and brand experience. The three of them influence the internal psychological condition (brand attachment) that drives purchase intention as a response. Brand attachment acts as a mediating variable. The research framework and conceptual model are illustrated in the following figure to show both direct and indirect relationships between variables.

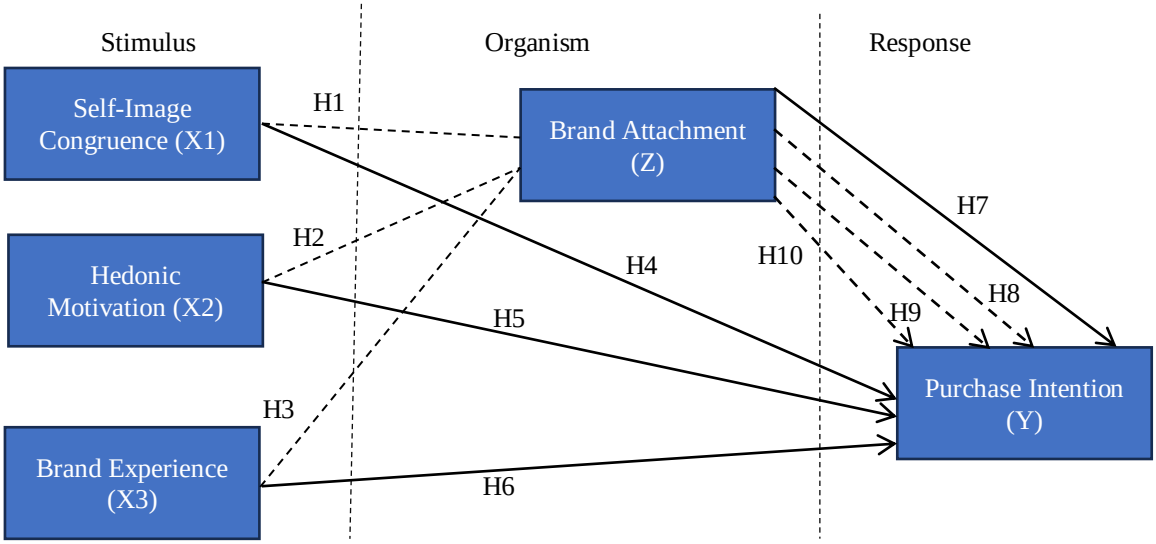


Figure 1: Research Model

2. RESEARCH METHOD

This research uses a quantitative method with an explanatory research type, as it aims to explain the causal relationships between variables that have been determined based on relevant theories from previous researchers. The data used is primary data obtained through the distribution of questionnaires using Google Form to a sample of the community in four sub-districts within the Purwokerto area. The criteria for respondents expected in this study are those residing in four sub-districts of the Purwokerto area, having an interest in the BYD Seal electric car, and having a minimum income or monthly salary of Rp 18,000,000. The selection of this minimum income limit is determined based on a simulation of the BYD Seal vehicle installment calculation, which is around Rp 12,000,000 per month. Considering the credit interest and other unexpected costs, a margin of 50% of the installment value is added, resulting in a reasonable financial capability estimate of Rp 18,000,000 per month (calculation result: (12 million × 0.5) + 12 million = 18 million).

Sample selection was conducted using the purposive sampling method, based on location characteristics to align with the research objectives. This method is non-probability, where the researcher subjectively determines the elements to be sampled [35]. According to the Department of Population and Civil Registration of Banyumas Regency (2024), the population of four sub-districts in Purwokerto is as follows: Purwokerto Utara 48,426, Purwokerto Timur 58,840, Purwokerto Selatan 74,498, and Purwokerto Barat 53,495 [36]. A sample of 160 respondents was determined based on the guidelines of Hair et al. (2019), which is 5–10 times the number of indicators (20 indicators = 100–200 respondents). This number is considered valid for SEM-PLS analysis, particularly for complex models involving brand attachment mediation [37]. This sample size not only meets the minimum requirements but also supports model estimation stability, enhances bootstrapping

accuracy, and prevents Type II errors. Additionally, the use of 160 respondents aligns with previous studies in the SEM–PLS approach, making it deemed adequate and representative for testing this research model.

The research instrument was structured in the form of a closed questionnaire using a five-point Likert scale, from "strongly agree" to "strongly disagree." The variables measured include self-image congruence, hedonic motivation, brand experience, brand attachment (as an intervening variable), and purchase intention (as a dependent variable), each of which is elaborated into several indicators based on previous theories and research. Data processing was carried out using the PLS-SEM method through SmartPLS 3.0 software, as it is suitable for complex models and medium-sized samples. The stages of analysis include testing for convergent validity (outer loading ≥ 0.7), discriminant validity, reliability (composite reliability and Cronbach's alpha), as well as hypothesis testing with bootstrapping at a standard error of 0.05.

This research uses the Stimulus–Organism–Response (SOR) theory as a conceptual framework, where the stimulus (self-image congruence, hedonic motivation, brand experience) affects the organism (brand attachment), which then results in a response in the form of purchase intention. This model places brand attachment as a mediator that bridges the influence of the stimulus on purchase intention, illustrating that consumer responses to a brand are not only direct but also influenced by internal psychological processes.

3. RESULT AND DISCUSSION

4.1 Respondent Characteristics

This study involved 157 respondents in Purwokerto who have an interest in the BYD Seal, reside in four main districts, and have a minimum income of Rp 18 million per month. Demographically, the majority of respondents are male (53%) and are in the productive age group of 31–35 years (24.4%). In terms of income, most respondents have a salary above Rp 18 million, with 35.6% earning above Rp 30 million per month. Based on profession, respondents are predominantly entrepreneurs (45.6%), followed by influencers/freelancers (23.8%), and private employees (12.5%). This profile shows the alignment of the respondents' characteristics with the target market of the BYD Seal as a premium electric vehicle aimed at the upper-middle class in secondary cities.

4.2 Convergent Validity

The evaluation of convergent validity was conducted through a two-stage iterative procedure referring to the guidelines of Hair et al. (2019). In Running 1, five indicators had outer loading values below 0.70, namely SIC7, PI2, BA2, BA5, and BA6, so they were removed in the second stage because they did not meet the construct reliability criteria. This removal is also supported by previous findings that SIC7 does not represent the dimension of functional congruence [38]. After the model improvement, all constructs met the AVE value above 0.50 (Fornell & Larcker, 1981), with the highest value on Self-Image Congruence (0.662) and the lowest on Purchase Intention (0.622), indicating that the constructs were valid in measuring their respective latent variables.

Tabel 1. Variabel, Indikator, Loading Factor Running 1, Loading Factor Running 2, AVE dan Composite Reliablity

Variabel	**Loading**	**Loading**	**AVE[b]**	**Composite**
Indicator	Factors[a]	Factors[a]		Reliability[c]
Question Item	Running 1	Running 2		
Self-Image Congruence			0.662	0.922
Zhu et al. (2019)				
Actual Self				
The BYD SEAL car is consistent with the way I see myself (SIC1)	0.728	0.754		
This car reflects my true self (SIC2)	0.822	0.837		
Ideal Self				
The BYD SEAL car represents the ideal version of myself that I want to achieve (SIC3)	0.825	0.848		

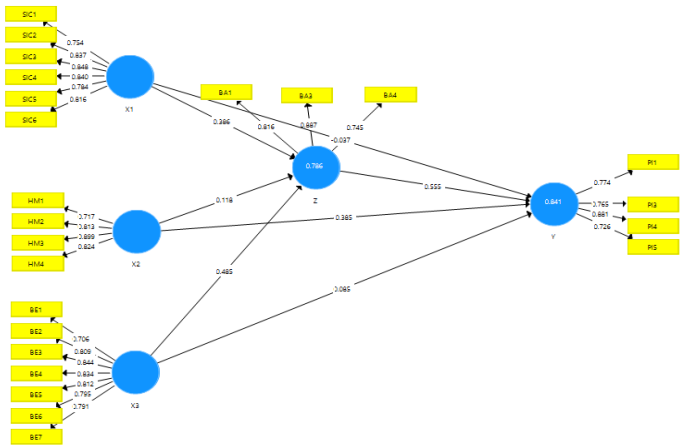
This car resembles the image of myself that I dream of (SIC4)	0.857	0.840		
V. Kumar and J. K. Nayak (2014)				
Functional Congruence				
I am confident that BYD SEAL has complete features and technology (SIC5)	0.788	0.784		
This car offers high performance and driving comfort (SIC6)	0.816	0.816		
I belive this car is energy-efficient and environmentally friendly (SIC7)	0.577	**Rejected**		
Hedonic Motivation **Babin et al. (1994)**			0.665	0.888
Fun				
Buying the BYD SEAL car gives me a pleasant and entertaining (HM1)	0.737	0.717		
Amusement				
I feel visually and emotionally stimulated when I see the design of BYD SEAL car (HM2)	0.814	0.813		
Fantasy				
I enjoy the dynamic and enjoyable driving sensation of the BYD SEAL car (HM3)	0.895	0.899		
Sensory				
It's advanced technology make me feel like I'm in a futuristic car (HM4)	0.813	0.824		
Brand Experience **Brakus J.Jo et al. (2009)**			0.639	0.925
Strong Impression				
The design of the BYD SEAL car gives a strong and memorable visual impression (BE1)	0.705	0.706		
Brand Interesting	0.807	0.809		
The innovative features of this car always make me curious to explore it (BE2)				
Feelings and Sentiments				
The BYD SEAL car evokes a sense of pride when I imagine myself driving it (BE3)	0.843	0.844		
I often spostaneously notice the details of this car (e.g., touching the steering wheel, exploring the control panel) when I am inside it (BE4)	0.834	0.834		
Brand Result				
This car delivers results that meet my expectations, especially in terms of energy efficiency (BE5)	0.813	0.812		
Thinking More				
The BYD SEAL makes me consider the environmental impact of owning an electric car (BE6)	0.799	0.795		
Curiosity and Problem Solving				
The BYD SEAL provides me with a transportation solution that aligns with a modern and environmentally friendly lifestyle (BE7)	0.790	0.791		

Purchase Intention			0.622	0.867
Dodds et al., (1991)				
Quality (Functional value)				
The advanced technology in this cae (such as Blade Battery or autonomous driving) meets my functional needs (PI1)	0.730	0.774		
Perceived cost and trust				
The price of the BYD SEAL is commensurate with the quality and features offered (PI2)	0.680	**Rejected**		
I trust the environmental friendliness and sustainability claims of this car (PI3)	0.721	0.765		
Positively affected				
Owning a BYD SEAL will enhance my self-image in the eyes of others (PI4)	0.901	0.881		
I feel motivated to buy this car because of its positive on the environment (PI5)	0.735	0.726		
Brand Attachment			0.669	0.858
Mostafa R et al. (2021)				
Brand Passion				
I really like BYD SEAL (BA1)	0.779	0.816		
I have full confidence in BYD SEAL (BA2)	0.655	**Rejected**		
Self-Brand Connection				
BYD SEAL embodies what I believe in (BA3)	0.853	0.887		
BYD SEAL is an important indication of who I am (BA4)	0.709	0.745		
Brand Affection				
I feel very positive when using the BYD SEAL (BA5)	0.113	**Rejected**		
Using the BYD SEAL brand makes me happy (BA6)	0.618	**Rejected**		

AVE: Average Varian Extract

[a]The acceptable Factor Loading value is greater than 0.7
[b]The acceptable AVE value is greater than 0.5
[c]The acceptable Composite Reliability value is greater than 0.6

Based on Table 1, five indicators with outer loading below 0.70 (SIC7, PI2, BA2, BA5, and BA6) were removed to maintain measurement integrity [38]. After the removal, all indicators met the criteria of outer loading ≥ 0.70 and AVE value ≥ 0.50, indicating adequate convergent validity [39]. On the reliability side, the Composite Reliability of all variables exceeds 0.70 (the highest being 0.925 for Brand Experience), indicating good internal consistency [38]. Therefore, the measurement model in this study is declared reliable and statistically valid.



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4.3 Discriminant Validity Test

The evaluation of the measurement model in this study was conducted to test the validity and reliability of the instruments using the PLS-SEM approach, referring to the guidelines of Hair et al. (2019) and Fornell & Larcker (1981). The discriminant validity test is important to ensure that each construct in the model empirically measures a different concept. According to Fornell and Larcker (1981), discriminant validity can be said to be fulfilled if the square root of the AVE value of a construct is greater than the correlation between that construct and other constructs. This indicates that each construct has a clear conceptual uniqueness and there is no overlap in meaning between variables [38].

Tabel 2. Discriminant Validity Test

	Self-image congruence (X1)	Hedonic motivation (X2)	Brand experience (X3)	Purchase intention (Y)	Brand Attachment (Z)
Self-image congruence (X1)	0.814				
Hedonic motivation (X2)	0.711	0.816			
Brand experience (X3)	0.654	0.690	0.800		
Purchase intention (Y)	0.729	0.821	0.780	0.789	
Brand Attachment (Z)	0.787	0.727	0.818	0.875	0.818

Source: processed data SmartPLS 3

Based on the Fornell-Larcker standard table above, the square root of the AVE value of each variable is higher than the correlation values between the variables [38]. Therefore, it can be concluded that the model meets the criteria for discriminant validity and is declared valid.

4.4 Structural Model Evaluation

4.4.1 Model Predictive Power (R^2)

	R Square	R Square Adjusted
Purchase intention	0.841	0.837

(Y)		
Brand attachment (Z)	0.786	0.782

Based on Chin's (1998) criteria, the R^2 value for Brand Attachment of 0.786 falls into the STRONG category ($R^2 \geq 0.75$), indicating that 78.6% of the variance in brand attachment can be explained by its predictor variables. Meanwhile, Purchase Intention reaches an R^2 of 0.841, which is classified as VERY STRONG ($R^2 \geq 0.80$), indicating that 84.1% of the variance in purchase intention is influenced by brand attachment and other predictors in the model.

Next, the Adjusted R^2 analysis reveals a minimal difference in both endogenous variables. For Brand Attachment, a difference of 0.004 (0.786 → 0.782) indicates that the model is not overfitting, while for Purchase Intention, an identical difference (0.841 → 0.837) confirms the stability of the prediction. As emphasized by Hair et al. (2019, p. 248), "A difference of less than 0.02 between R^2 and R^2 Adjusted indicates model parsimony," which in this case demonstrates the overall efficiency of the model structure.

4.4.2 Path Coefficients

Table 4. Relationships, Path Coefficients, P values, and Results

Relationships	**Path Coefficients (β)**	**P Values (p)**	**Hasil**
Self-Image Congruence (X1) -> Brand Attachment (Z)	0.386	0.000	Accepted
Hedonic Motivation (X2) -> Brand Attachment (Z)	0.118	0.066	**Ditolak**
Brand Experience (X3) -> Brand Attachment (Z)	0.485	0.000	Accepted
Self-Image Congruence (X1) -> Purchase Intention (Y)	-0.037	0.504	**Ditolak**
Hedonic Motivation (X2) -> Purchase Intention (Y)	0.385	0.000	Accepted
Brand Experience (X3) -> Purchase Intention (Y)	0.085	0.193	**Ditolak**
Brand Attachment (Z) -> Purchase Intention (Y)	0.555	0.000	Accepted
Self-Image Congruence (X1) -> Brand Attachment (Z) -> Purchase Intention (Y)	0.214	0.000	Accepted
Hedonic Motivation (X2) -> Brand Attachment (Z) -> Purchase Intention (Y)	0.066	0.076	**Ditolak**
Brand Experience (X3) -> Brand Attachment (Z) -> Purchase Intention (Y)	0.269	0.000	Accepted

Source: Processed data SmartPLS

The test results show that Self-image congruence (H1) and Brand Experience (H3) have a positive and significant impact on Brand Attachment, supported by the Stimulus–Organism–Response (SOR) theory which explains that external stimuli can trigger internal psychological conditions in the form of emotional attachment [19]. Self-image congruence creates a perception of alignment between self-identity and the brand, encouraging consumer affection towards the brand [13], [14]. Meanwhile, positive experiences during interactions with the brand strengthen emotional bonds [20], [30]. On the contrary, Hedonic Motivation (H2) does not have a significant effect on Brand Attachment, indicating that pleasure motivation is not sufficient to form deep affection, especially for high-involvement products like EV [20], [30].

In the direct relationship test with Purchase Intention, only Hedonic Motivation (H5) and Brand Attachment (H7) had significant effects. Hedonic motivation can directly drive purchase decisions based on the positive emotions felt [24]. Meanwhile, emotional attachment has proven to be a strong predictor in driving Purchase Intention, as it represents the affective outcome of previous stimulus [18], [21]. Conversely, Self-image

congruence (H4) and Brand Experience (H6) do not show significant direct influence on purchase intention, reinforcing the finding that their influence is indirect, through the formation of affection first [22], [25].

Mediation analysis supports that Brand Attachment fully mediates the relationship between Self-image congruence (H8) and Brand Experience (H10) on Purchase Intention [13], [14]. However, the mediation of Brand Attachment on the relationship between Hedonic Motivation (H9) and purchase intention is not significant, meaning that hedonic motivation works as a direct stimulus without a strong affection process [40]. These findings reinforce the relevance of the SOR theory in explaining that the formation of purchase intention in the context of EV heavily relies on emotional involvement as a result of the appropriate psychological stimulus.

4. CONCLUSION AND SUGGESTIONS

The research results show that self-image congruence and brand experience have a positive effect on brand attachment, but do not directly affect purchase intention. Conversely, hedonic motivation directly affects purchase intention but not brand attachment. Brand attachment has a significant influence on purchase intention and mediates the effect of self-image congruence and brand experience on purchase intention, but does not mediate the effect of hedonic motivation. These findings underscore the importance of the role of consumer emotional attachment to the brand as a psychological factor that bridges consumer perception of the brand with their purchase intention for the BYD SEAL electric car in Purwokerto.

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