

ABSTRACT

The modest fashion industry in Indonesia is experiencing rapid growth, with an increasing number of local brands competing in the market, including Lafiye. Consumers today consider not only product quality but also brand image and personality in their purchasing decisions. Brand personality plays a crucial role in shaping emotional connections with consumers, which can enhance brand love and ultimately drive purchase intention. This study aims to analyze the influence of brand personality on purchase intention with brand love as an intervening variable. This research employs a quantitative approach with a survey method, involving respondents familiar with and engaged with the Lafiye brand. Data analysis is conducted using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method. The findings indicate that brand personality has a positive and significant effect on brand love, which in turn influences purchase intention. Additionally, brand love serves as a mediating variable that strengthens the relationship between brand personality and purchase intention. These findings emphasize the importance of establishing a strong brand identity to enhance consumer emotional attachment and drive purchasing decisions.

Keywords: brand personality, brand love, purchase intention