

ABSTRACT

This study aims to analyze the effect of brand identity on brand loyalty with brand awareness as a mediating variable. The method used is quantitative, with the research population comprising all Rocket Chicken consumers in Yogyakarta. The sampling technique applied is non-probability sampling using purposive sampling, where samples are selected based on specific criteria, namely consumers who have made at least two purchases at any Rocket Chicken outlet in Yogyakarta. This study involved 100 respondents, with data collected through surveys using questionnaires. The analytical technique used is path analysis to examine the relationships between variables. The results show that brand identity and brand awareness have a significant influence on brand loyalty, brand identity has a significant effect on brand awareness, and brand awareness is proven to mediate the relationship between brand identity and brand loyalty. These findings emphasize the importance of companies in building a strong brand identity and increasing brand awareness to create higher customer loyalty.

Keywords: brand identity, brand loyalty, brand awareness.