

Abstract

This study explores the impact of Royco's brand icon, Ayam Roy, on purchase intention and brand loyalty. Using a quantitative approach with Likert-scale questionnaires, the findings show that while brand perception has minimal direct effect on purchase intention, it significantly influences brand loyalty—which strongly drives purchasing behavior. The model demonstrates high reliability, validity, and explanatory power, confirming that brand loyalty fully mediates the link between perception and intention. These results highlight the strategic value of loyalty-building in character-driven branding..

Keywords: *Brand Icon, Ayam Roy, Purchase Intention, Brand Loyalty, Consumer Behavior..*