

INTISARI

Penelitian ini bertujuan untuk menguji adanya pengaruh secara langsung maupun tidak langsung *Brand Personality* terhadap *Brand Trust*, *Brand Attachment* dan *Brand Commitment*; pengaruh *Brand Trust* terhadap *Brand Attachment* dan *Brand Commitment*; pengaruh *Brand Attachment* terhadap *Brand Commitment* pada asuransi kendaraan bermotor Garda Oto di Surabaya.

Penelitian ini menggunakan *Structural Equation Modeling (SEM)* AMOS yaitu sekumpulan teknik-teknik statistikal yang memungkinkan pengujian sebuah rangkaian hubungan relatif murni “rumit” secara simultan yang terdiri dari *Measurement Model* dan *Structural Model*. Dengan *Measurement Model* akan dilihat kevalidan data yang telah dibuat sedangkan *Structural Model* akan dilihat besarnya pengaruh dari tiap-tiap variabel yang diteliti dan kelayakan model yang digunakan dalam penelitian ini. Jumlah sampel dalam penelitian ini adalah 140 responden.

Hasil penelitian ini menunjukkan adanya pengaruh *Brand Personality* terhadap *Brand Trust*, *Brand Attachment* dan *Brand Commitment*; pengaruh *Brand Trust* terhadap *Brand Commitment*; pengaruh *Brand Attachment* terhadap *Brand Commitment* pada Penggunaan Asuransi Kendaraan Bermotor Garda Oto di Surabaya. Sedang pengaruh *Brand Trust* terhadap *Brand Attachment* ditolak.

Kata kunci: *brand personality*, *brand trust*, *brand attachment*, *brand commitment*.

ABSTRACT

This study aim to test direct and indirect influence between brand personality to brand trust, brand attachment and brand commitment; brand trust to brand attachment and brand commitment; brand attachment to brand commitment on motor vehicle insurance Garda Oto in Surabaya.

This study using Structural Equation Modeling (SEM) AMOS is a set of statistical techniques that allow testing of a series of relatively pure relationship “complicated” simultaneously composed of Measurement Model and Structural Model. In measurement Model will be seen validity of the data that has been made while the Structural Model will be seen the degree of influence of each variable studied and goodness of fit of the model used in this study. The number of samples in this study were 140 respondents.

This study showed there is a influence between brand personality to brand trust, brand attachment and brand commitment; brand trust to brand attachment; brand attachment to brand commitment on motor vehicle insurance Garda Oto in. While influence between brand trust and brand attachment rejected.

Keywords: brand personality, brand trust, brand attachment, brand commitment.

