

## **ABSTRACT**

*This study aims to identify and analyze the role of functional and symbolics brand associations on brand loyalty to involved by generation Y using the product of luxury fashion brands. The study was a replication of the previous one conducted by Fariba Esmaeilpour, (2015) entitled “The Role Of Functional and Symbolic Brand Associations On Brand Loyalty.”*

*There were 7 variables with 34 indicators. Data processing using Structural Equation Modeling (SEM) with LISREL software version 8.7. The sampling technique in this study is non probability sampling technique with the type of convenience sampling. This study uses a survey to collect data by directly asking the respondents through questionnaires. The number of samples in this study is 200 respondents*

*The result of this study different from those of Fariba Esmaeilpour, (2015). Fariba Esmaeilpour, (2015) found out that there was significant influence among brand attitude on brand loyalty, perceived quality on brand loyalty, perceived quality on brand attitude, personality congruence on perceived quality, brand prestige on brand attitude, brand prestige on perceived quality, personality congruence on brand prestige dan brand tribalism on brand attitude and not significant influence among personality congruence on brand loyalty and brand attitude, brand prestige on brand loyalty, user imagery congruence on brand loyalty and brand attitude, and brand tribalism on brand loyalty. However, only two hypothesis is not proven in previous studies, the influence of perceived quality on brand loyalty and brand prestige on brand attitude, whereas this study only demonstrate the influence of brand attitude on brand loyalty, perceived quality on brand attitude, personality congruence on perceived quality, brand prestige on perceived quality, personality congruence on brand prestige and brand tribalism on brand attitude.*

*Keywords : Personality congruence, Perceived quality, Brand Prestige, User imagery congruence Brand tribalism, Brand attitude, Brand loyalty*

## INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *Functional* dan *Symbolics* dari *Brand association* terhadap *Brand loyalty* pada keterlibatan Generasi Y yang menggunakan Produk *Luxury Fashion Brands*. Penelitian ini merupakan replikasi dari penelitian sebelumnya oleh Fariba Esmaeilpour, (2015) yang berjudul “*The Role Of Functional and Symbolic Brand Associations On Brand Loyalty*”.

Pada penelitian ini terdapat 7 variabel dengan 34 indikator. Metode pengolahan data menggunakan Structural Equation Modeling (SEM) dengan software LISREL versi 8.7. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah teknik *non probability sampling* dengan jenis *convenience sampling*. Penelitian ini menggunakan survei dengan mengumpulkan data dengan menanyakan langsung kepada responden melalui kuesioner. Jumlah sampel dalam penelitian ini adalah 200 responden.

Hasil yang didapat dalam penelitian ini berbeda dengan penelitian Fariba Esmaeilpour, (2015). Fariba Esmaeilpour, (2015) menemukan adanya pengaruh yang signifikan antara pengaruh *brand attitude* terhadap *brand loyalty*, *perceived quality* terhadap *brand loyalty*, *perceived quality* terhadap *brand attitude*, *personality congruence* terhadap *perceived quality*, *brand prestige* terhadap *brand attitude*, *brand prestige* terhadap *perceived quality*, *personality congruence* terhadap *brand prestige* dan *brand tribalism* terhadap *brand attitude* dan tidak adanya pengaruh yang signifikan antara *personality congruence* terhadap *brand loyalty* dan *brand attitude*, *brand prestige* terhadap *brand loyalty*, *user imagery congruence* terhadap *brand loyalty* dan *brand attitude*, *brand tribalism* terhadap *brand loyalty*. Hanya 2 hipotesis yang tidak terbukti pada penelitian sebelumnya, yakni pengaruh *perceived quality* terhadap *brand loyalty* dan *brand prestige* terhadap *brand attitude* sedangkan dalam penelitian ini hubungan signifikan hanya ada pada pengaruh *brand attitude* terhadap *brand loyalty*, *perceived quality* terhadap *brand attitude*, *personality congruence* terhadap *perceived quality*, *brand prestige* terhadap *perceived quality*, *personality congruence* terhadap *brand prestige* dan *brand tribalism* terhadap *brand attitude* *brand prestige* terhadap *perceived quality*, *personality congruence* terhadap *brand prestige* dan *brand tribalism* terhadap *brand attitude*

Kata Kunci: *Personality congruence*, *Perceived quality*, *Brand Prestige*, *User imagery congruence* *Brand tribalism*, *Brand attitude*, *Brand loyalty*