

INTISARI

Penelitian ini bertujuan untuk menguji pengaruh *Personality Congruence*, *Perceived Quality*, *Brand Prestige* dan *Brand Attitude* terhadap *Brand Loyalty* pada produk *fashion* merek ZARA bagi kalangan Generasi Y di Surabaya.

Jenis penelitian yang digunakan adalah *basic research*. Karakteristik responden adalah konsumen dari kalangan Generasi Y yang berusia 17-37 tahun pernah melakukan pembelian produk *fashion* ZARA dalam waktu satu tahun terakhir yang berdomisili di Surabaya. Responden penelitian ini berjumlah 250 orang. Pengolahan data dalam penelitian ini menggunakan SEM (*Structural Equation Model*) dengan menggunakan *software* AMOS versi 18 untuk pengujian *Measurement Model* dan *Structural Model*.

Hasil penelitian yang diperoleh menunjukkan bahwa *brand attitude* memiliki pengaruh positif terhadap *brand loyalty*. *Personality congruence* memiliki pengaruh positif terhadap *perceived quality*. *Personality congruence* memiliki pengaruh positif terhadap *brand prestige*. *Brand prestige* memiliki pengaruh positif terhadap *brand loyalty*. *Brand prestige* memiliki pengaruh positif terhadap *brand attitude*. *Brand prestige* memiliki pengaruh positif terhadap *perceived quality*. *Perceived quality* memiliki pengaruh positif terhadap *brand loyalty*. *Perceived quality* memiliki pengaruh positif terhadap *brand attitude*. Selain itu, *personality congruence* tidak berpengaruh terhadap *brand loyalty*. *Personality congruence* tidak berpengaruh terhadap *brand attitude*.

Kata Kunci: *brand loyalty*, *brand attitude*, *brand prestige*, *perceived quality*, *personality congruence*.

ABSTRACT

This study aimed to examine the effect of Personality Congruence, Perceived Quality, Brand Prestige and Brand Attitude on Brand Loyalty in fashion brand products from ZARA for generations Y in Surabaya.

The type of research is basic research. Characteristic respondent is generations Y between ages 17-37 years old, who is ever purchase this products in the past year and lived in Surabaya. Respondents in this study amounted to 250 people. The analysis in this study used to a model of SEM (Structural Equation Model) and processed using software AMOS 18 for testing Measurement Model and Structural Model.

These results indicate that brand attitude has positive effect on brand loyalty. Personality Congruence has positive effect on perceived quality. Personality congruence has positive effect on brand prestige. Brand prestige has positive effect on brand loyalty. Brand prestige has positive effect on brand attitude. Brand prestige has positive effect on perceived quality. Perceived quality has positive effect on brand loyalty. Perceived quality has positive effect on brand attitude. Moreover, personality congruence have no effect on brand loyalty. Personality Congruence have no effect on brand attitude.

Keywords: Brand Loyalty, Brand Attitude, Brand Prestige, Perceived Quality, Personality Congruence.