

ABSTRACT

The aim of the study is to test responsible brand personality, brand personality responsibilities to brand awareness, brand trust, and brand loyalty to 'Adidas' sports shoes. analysis in this research using structural equation modeling (SEM) method. The object of this study is, at least 2x minimum in the last total, have the last education SMA / SMK equal. Respondents studied in this study were 140 people. Data processing use data using SPSS Statistics software version 18 windows for the operating system and Amos version 22 windows.

The results of this study indicate that brand personality is positively responsible and significant to brand awareness, brand personality that is positively significant to brand awareness, responsible brand personality, significant positive for brand trust, active brand personality not supported by brand trust, brand personality which are positively responsible for brand loyalty, and active brand personality is not supported by brand loyalty.

Keywords: Responsible Brand Personality, Brand Active Personality, Brand Awareness, Brand Trust, Brand Loyalty

