

PENGARUH *BRAND PERSONALITY* TERHADAP *BRAND AWARENESS*,
BRAND TRUST, DAN *BRAND LOYALTY* MEREK CHATIME DI SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisa pengaruh dua dimensi *brand personality* terhadap merek Chatime, dengan pendekatan *Consumer-Brand Relationship* (CBR). Penelitian ini dilakukan untuk mengetahui pengaruh dua dimensi *brand personality* yaitu *brand personality responsible* dan *brand personality active* terhadap *brand awareness*, *brand trust*, dan *brand loyalty*. Penelitian ini menggunakan jenis penelitian kausal dengan pendekatan kuantitatif. Penelitian ini menggunakan pendekatan *purposive sampling* dengan menggunakan responden yang sesuai dengan kriteria populasi. Karakter populasi dari penelitian ini adalah konsumen Chatime yang pernah mengonsumsi produk Chatime empat kali dalam sebulan, pendidikan terakhir SMA, dan berdomisili di Surabaya.

Responden dalam penelitian ini berjumlah 200 orang. Penelitian ini menggunakan analisis SEM (*Structural Equation Modeling*) dengan memakai *software* SPSS 22.0 for Windows serta AMOS versi 21 for Windows untuk melakukan pengujian model *Measurement* dan *Structural*. Hasil penelitian ini menunjukkan bahwa satu dari enam hipotesis tidak terdukung yaitu pengaruh *brand personality responsible* terhadap *brand loyalty*.

Kata Kunci : *Consumer-Brand Relationship*, *Brand Personality*, *Brand Awareness*, *Brand Trust*, *Brand Loyalty*

*THE IMPACT OF BRAND PERSONALITY TOWARDS BRAND AWARENESS,
BRAND TRUST, AND BRAND LOYALTY CHATIME BRAND IN SURABAYA*

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ABSTRACT

This study aims to find out and analyze the influence of two dimensions of brand personality toward Chatime brand using consumer-brand relationship (CBR). The purpose of this research is to find out the influence of two dimensions of brand personality, which is brand personality responsible and brand personality active towards brand awareness, brand trust, and brand loyalty. This research was a casual research with the quantity approach.. It used a purposive sampling approach with the respondents that meet the population criteria. The population criteria from this research is Chatime consumer who consumes Chatime product at least four times a month, with last high school education, and lived in Surabaya.

Respondents in this study/research amounted to 200 people. This research used SEM (Structural Equation Modelling) analysis by using SPSS 22.0 for Windows and AMOS version 21 for Windows software for Measurement and Structural model testing. The result from this research show that one of the six hypotheses is not supported, namely the influence of brand personality responsible toward brand loyalty.

Keyword : *Consumer-Brand Relationship, Brand Personality, Brand Awareness, Brand Trust, Brand Loyalty*