PENGARUH *BRAND PERSONALITY* TERHADAP PERILAKU KONSUMEN DAN PERAN *BRAND LOVE* UNTUK MEREK FASHION UNIQLO DI SURABAYA

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INTISARI

Penelitian ini bertujuan untuk menguji dampak *brand personality* dan *brand love* terhadap *brand loyalty, positive word of mouth, resistance to negative information, willingness to pay more, self-disclosure* dan *active engagement* pada *brand fashion* Uniqlo.

Penelitian ini dilakukan dengan menggunakan *Structural Equation Model* (SEM) dan AMOS serta diolah dengan bantuan *software Statistical Package for Social Sciences* (SPSS) versi 18 dan Lisrel 8.7. Responden diambil dari pelanggan merek Uniqlo di kota Surabaya yang pernah membeli dan menggunakan produk merek tersebut

Kata kunci: *Brand personality, Brand Love, Brand loyalty, positive word of mouth, resistance to negative information, willingness to pay more, self-disclosure, active engagement*

THE INFLUENCE OF BRAND PERSONALITY, TO CONSUMER BEHAVIOR

AND THE ROLE OF BRAND LOVE TO FASHION BRAND UNIQLO

IN SURABAYA

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ABSTRACT

This study investigates the effect brand personality and brand love on brand loyalty, positive word of mouth, resistance to negative information, willingness to pay more, self-disclosure and active engagmenet in fashion brand uniqlo.

Data processing in this research using Structural Equation Model (SEM) and AMOSoperated by Statistical Package for Social Sciences (SPSS) versi 18 dan Lisrel 8.7 for windows software. Respondents were taken from customers of fashion brand unuqlo in the city of Surabaya who had bought and use the brand's products.

Keywords:Brand personality, Brand Love, Brand loyalty, positive word of mouth, resistance to negative information, willingness to pay more, self-disclosure, active engagement