

PENGARUH *BRAND PERSONALITY* TERHADAP *BRAND LOYALTY*

THE HARVEST CAKE

(Survei Dilakukan Kepada Pengunjung *The Harvest Cake* Depok)

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Abstrak

Latar belakang dalam penelitian ini menjelaskan promosi berbagai kegiatan yang dilakukan oleh perusahaan yang menonjolkan keistimewaan-keistimewaan produknya agar konsumen dapat senang dan puas sehingga menjadi loyal dengan produk *The Harvest Cake*. *The Harvest Cake* memiliki kepribadian merek atau *Brand Personality* sebagai aset di *The Harvest Cake* yang membuat konsumennya menjadi loyal. Hal ini membuat penulis meneliti Pengaruh *Brand Personality* Terhadap *Brand loyalty* *The Harvest Cake* penulis menggunakan Loyalitas merek dengan populasi dalam penelitian ini adalah pelanggan dari *The Harvest Cake* Depok yang sedang mengunjungi *The Harvest Cake* Depok sebanyak 3.270 jumlah sampel yang didapatkan berdasarkan rumus Yamane sebanyak 97 responden *Brand Personality* diukur berdasarkan lima dimensi yaitu ketulusan, semangat, kemampuan, keduniawian, ketangguhan. Hasil analisis regresi menunjukkan bahwa, Persenan tersebut dapat diartikan bahwa setiap penambahan satu-satuan *Brand Personality* produk *The Harvest Cake* maka *Brand Loyalty* akan meningkat sebesar 0,456 satuan

Kata Kunci : Kepribadian, Pengaruh, loyalitas merek

**BRAND PERSONALITY EFFECT ON BRAND LOYALTY THE HARVEST
CAKE (Survey Conducted To Visitors of Harvest Cake Depok)**

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Abstract

The background in this study describes the promotion of various activities undertaken by companies that highlight the features of its products so that consumers can be happy and satisfied to be loyal to The Harvest Cake products. The Harvest Cake has a brand personality or Brand Personality as an asset in The Harvest Cake that makes its customers loyal. This makes the authors examine the influence of Brand Personality Against Brand loyalty The Harvest Cake authors use Brand loyalty with the population in this study are customers of The Harvest Cake Depok who are visiting The Harvest Cake Depok as many as 3270 the number of samples are based on the formula Yamane as many as 97 respondents Brand Personality is measured based on the five dimensions of sincerity, spirit, ability, worldliness, toughness The results of regression analysis shows that, Perenan can be interpreted that every addition of one-unit of Brand Personality product The Harvest Cake then Brand Loyalty will increase by 0.456 units

Keywords: personality, effect,loyalty,brand