

SKRIPSI

***BRAND PERSONALITY* SEBAGAI PREDIKTOR TERHADAP
CONSUMER BRAND RELATIONSHIP BRAND COCA-COLA
DI JAKARTA**



DIAJUKAN OLEH:

NAMA : VERENA SANDRA ESMERALDA

NIM : 115150049

**UNTUK MEMENUHI SEBAGIAN DARI SYARAT-SYARAT
GUNA MENCAPAI GELAR SARJANA EKONOMI**

PROGRAM STUDI S1 MANAJEMEN

FAKULTAS EKONOMI

UNIVERSITAS TARUMANAGARA

JAKARTA

2019

UNIVERSITAS TARUMANAGARA
FAKULTAS EKONOMI
JAKARTA

HALAMAN TANDA PERSETUJUAN SKRIPSI

NAMA : VERENA SANDRA ESMERALDA
NPM : 115150049
PROGRAM/JURUSAN : S1/MANAJEMEN
KONSENTRASI : MANAJEMEN PEMASARAN
JUDUL SKRIPSI : *BRAND PERSONALITY* SEBAGAI PREDIKTOR
TERHADAP *CONSUMER BRAND*
RELATIONSHIP BRAND COCA-COLA DI
JAKARTA

Jakarta, 17 Desember 2018

Pembimbing



Dr. Keni, S.E., M.M

UNIVERSITAS TARUMANAGARA
FAKULTAS EKONOMI
JAKARTA

HALAMAN PENGESAHAN SKRIPSI

NAMA : VERENA SANDRA ESMERALDA
NPM : 115150049
PROGRAM/JURUSAN : SI/MANAJEMEN
KONSENTRASI : MANAJEMEN PEMASARAN
JUDUL SKRIPSI : *BRAND PERSONALITY* SEBAGAI PREDIKTOR
TERHADAP *CONSUMER BRAND*
RELATIONSHIP BRAND COCA-COLA DI
JAKARTA

Tanggal: 10 Januari 2019

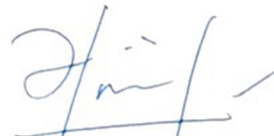
Ketua Penguji:



(Ronnie Resdianto Masman, S.E., M.A., M.M)

Tanggal: 10 Januari 2019

Anggota Penguji:



(Dr. Keni, S.E., M.M)

Tanggal: 10 Januari 2019

Anggota Penguji:



(Oey Hannes Widjaja, S.E., M.M, MIKOM)

ABSTRAK

UNIVERSITAS TARUMANAGARA
FAKULTAS EKONOMI
JAKARTA

(A) Verena Sandra Esmeralda (1151500049)

(B) *BRAND PERSONALITY* SEBAGAI PREDIKTOR TERHADAP
CONSUMER BRAND RELATIONSHIP BRAND COCA-COLA DI
JAKARTA

(C) xv + 109 hlm, 2019, tabel 22; gambar 14; lampiran 6

(D) MANAJEMEN PEMASARAN

(E) *Abstract: The purpose of this paper is to investigate three dimensions of brand personality, namely, sincerity, excitement and ruggedness to predict CBR constructs, including brand trust, brand love and brand loyalty. The conceptual model and the analysis of related hypotheses were based on a convenience sampling of Coca-Cola consumers based in Jakarta. The data were collected using an online survey. In total, 312 participants responded to the survey. Structural equation modelling (SEM), specifically partial least square (PLS) was employed to analyze the data. The results indicate that sincerity, excitement and ruggedness brand personality are positive and significant predictors towards brand trust, brand love and brand loyalty. Theoretical and practical contributions are discussed.*

(F) Daftar Acuan 67 (1975-2018)

(G) Dr. Keni, S.E., M.M.