

Brand Personality Influence, Brand Personality Congruity (Bpc} on Brand Loyalty: A Literature Review

by Siti Zuhroh, Djumilah Zain

Submission date: 07-Oct-2022 12:30PM (UTC+0700)

Submission ID: 1918964206

File name: Brand_Personality_Influence_Brand_Person_ok.pdf (6.57M)

Word count: 7001

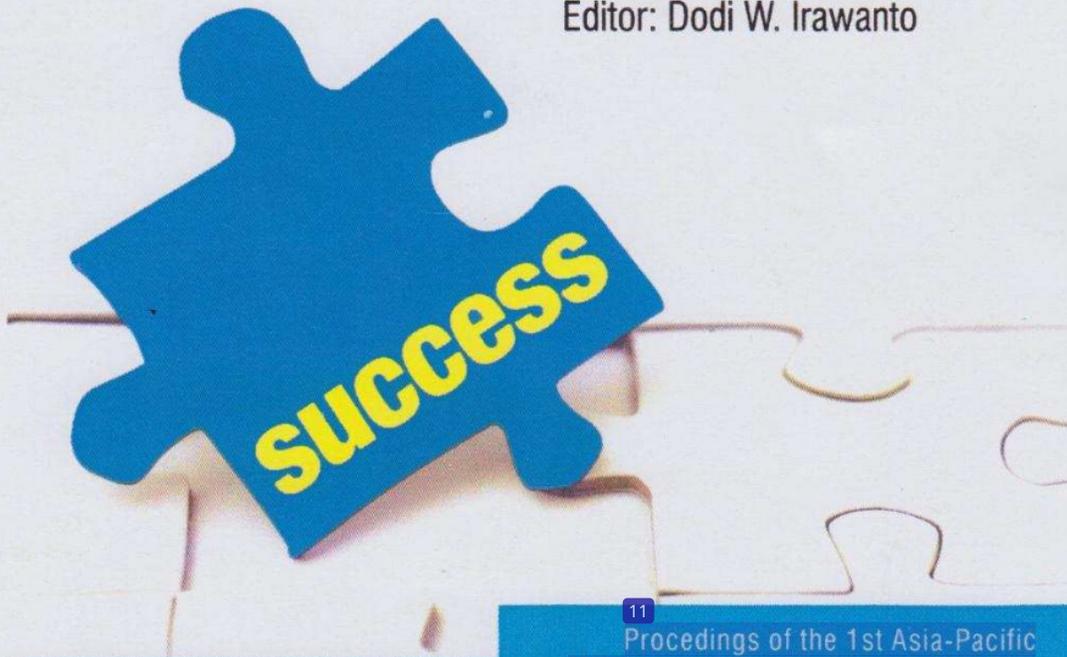
Character count: 39924



POWERFUL PRACTICES:

NEW DIRECTIONS IN MANAGEMENT AND BUSINESS RESEARCH FOR THE ASIA PACIFIC REGION

Editor: Dodi W. Irawanto



11
Proceedings of the 1st Asia-Pacific
Management and Business Application
International Conference on Management
and Business Science

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ISBN: 978-602-7677-44-9

777 hlm, 15,5 x 23,5 cm

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Brand Personality Influence, Brand Personality Congruity (Bpc) on Brand Loyalty: A Literature Review

Siti Zuhroh and Djumilah Zain

STIE PGRI Dewantara Jombang, Indonesia

ABSTRACT - Constructing brand loyalty in the competitive business world is vital. Yet, the accessible competition only focuses on product performance which particularly has same attributes. Thus, advanced technology and resource ability make product differentiation performance difficult to distinguish. There are arguments in measuring personality content in a brand and limited studies focusing psychological values as well. Further research gap in brand personality influence and brand personality con-

gruity on brand loyalty is worthy to study within Indonesian context. The innovation of study relates brand personality and brand personality congruence to brand loyalty mediated by integrated value and trust. The study focused on developing relationship between psychological value and loyalty. This study uses a literature method.

Keywords: Brand personality,
Brand personality congruity,
Loyalty, Smartphone.

Author correspondence to Siti Zuhroh;
Email: zuhroh.stie@yahoo.com

INTRODUCTION - Enterprise which long-term profit-oriented, market will be the focus of the attention. Hoping that customers loyal to the brand makes marketers must understand their behavior. Based on the literature search, several researchers to focus on building brand loyalty focused on the function of the performance of products and services (Fred Selnes, 1993; Zhaohua, 2009; Mohamad Amin, 2012).

Competition in today's business world, building strong brands by using psychological values inherent in the brand is very important, because if the company's products depend on the performance of the function of technological progress and performance capabilities make the resources become difficult to distinguish from brand differentiation as stated Passikof (2006), the product looks the same, it is easy to get the goods as well, competitive prices and the customer able to control information (promotion) that affect it, which means that customer retention is very prone to easily switch to another product. Rangkuty (2009) shows the difference between the brand based on the attributes of the function to be difficult, because most companies are almost the same activity.

Mowen (2002) found by symbolic interaction, people often buy products not for functional benefits but more for symbolic benefits, so that the product is a symbol consumers and personality can be defined by the products they use. Symbolism products and brands can exceed the objective assessment easier to measure (Engel, 2002). When a strong brand personality is perceived by consumers, will be very difficult to replicate. (Kim, 2010). O the personality of the brand is a set of human personality trait that can be used and relevant to the brand (Adzoulay & Kapferer, 2003).

Consumers reflects through brand personality used. Huang (2012). Rangkuty (2009) suggested when the brand has become a reflection of the personality of the brand is not only a function of the customer is a picture of the product. Brand is the personal representative of the current user, the value of the brand has changed from instrumental to symbolic brands can express the wearer. Motivation to express themselves often driving consumers to buy products and services. Self-congruity contribute to the research based on the theory of self-concept. Based on the theory of self-concept, people choose a brand that has match with the individual's

perception of self-concept (Singh, 2006). Brand personality congruity shows the match and not match between consumer perception of brand personality and consumers' perceptions of his/her personality. (Wee, 2004).

Recently, it is still not a lot of studies have found that the use of the brand and BPC variables. This is in line by Sung (2010) that although this research for the brand personality is important but still limited and more studies focus on the structure and scale. Parker (2009) suggests that for many current studies focus on the development of personality of the brand and size of construction, rather than on the relationship between the variables salient. Liu (2012) propose the study found more brand personality congruity as an independent variable, so it is important to BPC related to other variables.

This study focused on the psychological values and brand loyalty. Contribution to research on brand personality and brand personality congruity (BPC) literature include; First, Much research on brand personality and self-congruity on destination (tourism) and restaurants (eg Kim, 2010 ; Beerly, Spark, Beverley, 2010; Kam, Hung, et.al, 2011, Beerly, Asuncion, et al, 2007), research has not found much

on consumer goods. This study focuses on the effect of brand personality and brand loyalty BPC in the context of the Blackberry smartphones. Second, previous research suggests that the influence of consumer personality and BPC to brand loyalty assessed separately, This study established relationship brand personality and BPC to loyalty integrates and expands the research to develop a model that the brand personality and BPC effects on brand loyalty mediated customer trust and value. Finally, differences in the implementation of brand personality measurement, in particular researchers are adopting Aaker brand personality measurement (2007), a consideration for researchers to use new measurement Geuens (2009) which uses the all of human personality traits in the measurement of brand personality.

LITERATURE REVIEW - The Big Five Personality Trait - The concept of personality has a variety of theoretical perspectives and levels of study widely John, Hampson, & Goldberg, (1991); Mc.Adam, (1995) at John & Srivastava (1999). Each has a different contribution in understanding individual differences in behavior and

experience. One of the studies conducted are personality traits (John & Gosling, in press), personality theory (theory of personality) is a model to identify the basic traits necessary to describe personality. Nature is defined as a permanent dimension of personality characteristics that distinguish individual to another (Fieldman, 1993). However, the number of personality traits and personality scales designed relentless but in the end is still unclear Goldberg in John and Srivastava (1999).

Require a descriptive model of personality psychology or taxonomy on the personality of its own. One of the main objectives in the science of taxonomy to simplify definitions overlap. Therefore, in personality psychology, taxonomy will allow researchers to examine the personality characteristics of primary sources not only examine thousands of different attributes that make each individual is different and unique (John & Srivastava, 1999). After several decades, personality psychology branch acquire taxonomic approach is generally accepted that the personality dimensions of the "Big Five Personality".

Measurement of the five properties using single words as an item, which was developed

by Paul T. Costa and Robert R. McCrae. The tools used for this measure is called the NEO-PI-R is Neuroticism-Extraversion-Openness (NEO) Personality Inventory (PI) Revision (R) (Costa & McCrae, (1987), (1989).

Factors in the top five by Costa and McCrae (1997, 1989) are as follows:

1. Neuroticism (N), those with high scores tend to be full of anxiety, anger, self-pity, very conscious of itself, emotional, and prone to stress-related disorders.

Those who have a low N score is usually calm, not angry, self-satisfied, and not emotional.

2. Extraversion (E), those with high scores tend to be dear, cheerful, happy berbacara, happy and enjoyable meeting. Conversely, those with low scores E normally closed, quiet, solitary, passive, and do not have enough ability to express strong emotions.

3. Openness (O), people with high scores tend to be creative, imaginative, curious, open, and more variation. While those who score low are usually conventional O, humble, conservative and not too curious about something.

4. Hospitality (A), those with

higher scores tend to believe, generous, conquerors, receptive and have good behavior. While those with low scores tend to be suspicious, stingy, friendly, easily annoyed, and full of criticism of others.

5. Awareness (C), those with high scores are usually hard-working, careful, timely, and able to survive. Instead of people who have low scores tend to be irregular C, sloppy, lazy, do not have goals and are more likely to give up when I started to have difficulty in doing something.

The five factors of the Big Five, each dimension consists of several aspects. A facet is a particular trait, the components of the 5 main factors. Components of the five major factors in the NEO PI-R was developed Costa & McCrae (1997), (1989)

a. Neuroticism

- Anxiety (Anxiety)
- Anger (Anger)
- Depression (Depression)
- Awareness of self (self-consciousness)
- Lack of self-control (immoderation)
- Fragility (Vulnerability)

b. Extraversion

- Interests friend (Hospital-

ity)

- Interest groups (gregariousness)
- Ability assertive (assertiveness)
- The level of activity (Activity-level)
- Looking for fun (excitement-seeking)
- Happiness (Joy)

c. Openness to Experience

- Ability imagination (Imagination)
- Interest in art (Artistic flower)
- emotionality (emotionality)
- Interests adventure (adventurousness)
- intellect (mind)
- Freedom (Liberalism)

d. Hospitality

- Trust (Trust)
- Morality (Morality)
- Behave help (altruism)
- Ability cooperation (Cooperation)
- Humility (Modesty)
- Sympathy (Sympathy)

e. Conscientiousness

- Adequacy of self (self-efficacy)
- regularity (regularity)

- Sense of responsibility (dutifulness)
 - Desire to excel (achievement-striving)
 - Self-discipline (self-disciplin)
 - Prudential (Cautiosness)
- including non human personality traits . This study shows that human personality traits that are relevant and appropriate to the brand. New brand personality measurement developed contains 12 indicators and five factors (Activity, Responsibility, Aggresiveness, Simplicity, and Emotional) (table 1).

BRAND PERSONALITY AND DEBATE - Rakocevic (2011) found in the literature about the brand, a

Table 1
Brand Personality Geuens

<p>12</p> <p>Responsibility</p> <p>Down to Earth, Stable, Responsible</p>	<p>Activity</p> <p>Active, Dynamic, Innovative</p>	<p>Agressiveness</p> <p>Aggressive, Bold</p>	<p>Simplicity</p> <p>Ordinary, Simple</p>	<p>Emotionality</p> <p>Romantic, Sentimental</p>
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new study appearing in the Journal of marketing and consumer research journal in 1970. The first journal to focus specifically discussed brand in building understanding in brand choice, brand switching, brand loyalty and brand extension. Only after that, Aaker J. (1997) were the first to learn about the personality of the brand, developing a brand personality measurement scale, defines brand personality as a set of human characteristics associated with a brand.

Geuens, Weigers, de Wulf (2009) uses the basics of human personality and develop a new scale of brand personality without

Developing a brand personality scale, some studies have found no overall always contain the personality traits of the big five, as proposed Geuens (2009) definition of Aaker's brand personality is a set of human nature associated with the brand, but contrary to the concept of human personality is expressed by a psychologist, characteristics Aaker (2007), which is derived from the item Big Five Human Personality characteristics include items such as non-human social demographic characteristics (eg, feminine, upscale and younger), the Big Five personality researchers (McCray & Costa, 1997) has eliminated gender, and

social class.

Bosnjak (2007) using the Big Five of human personality. However, several other studies that adopted the definition of personality Aaker not all items using the human personality, The study of Siguaw (1999) using the dimensions of sophistication and ruggedness to the overall item personality Aaker, while items non human personality such as good looking, healthy, old, new, heavy, and is used by (Sung & Tikham, 2005). Even as 'mixed', the brand can be functional as well as symbolic, personality is also associated with gender and color (Schiffman and Kanuk, 2001) as shown Volvo as a safety representative, Levi 501 jeans brand personality that are reliable and robust, China was coffee and pasta products tooth is a masculine product, while the shampoo and soap products are considered feminine products, Coca-cola is associated with the color red connotes joy.

Differences in brand personality measurement scale that is based on the theory of the big five personality studied in Azoulay and Kapferer (2003), the concept of brand personality has evolved and become more broad-scale measurement and its application does not lead to a single mind, especially in academic

fields. The important issues that should be highlighted is the need for a precise definition of brand personality so it will not lose the distinct brand personality to the brand identity. Further definition of brand personality Azoulay and Kapferer (2003) current is the sum of all human characteristics are applicable and relevant to the brand in the 'scope the word' personality.

Debate and differences in the concept of personality has been described above in this study uses the concept of brand personality Geuens (2009) because of the structure of brand personality has consistently raised the overall human personality traits.

BRAND PERSONALITY CONGRUITY - Construcs of brand personality congruity adopted from concept self brand congruity . Its based on the theory of self-concept that is supported by the self-congruity theory.

Sirgy (1996) showed that self-congruity is how it mach and not match the concept of self-image of the object, person, which is determined by cognitive, evaluation and information about the phenomenon. Liu (2012) suggested Recently, growing concern that adopting the theory of self-congruity in research on

the brand (for example research conducted by Sirgy (2005) and Kressmann et al., (2006).

Liu (2012) argues there are three concepts that are important to self brand congruity; (1) brand personality congruence, (2) brand user imagery congruity (3). Brand usage imagery congruity. While Parker (2009) suggested study using the brand personality congruity (BPC) is infrequently. Wee (2004) suggested that brand personality congruence shows the relationship between consumer perception of brand personality and consumers' perceptions of oneself personality. Personality and brand so that customers are increasingly approximated the value of the brand is owned by the reflection of the customer.

By using the conceptual framework of Sirgy, this study emphasizes brand personality congruity defined how its match and not match between consumer evaluation of the personality oneself and brand personality.

CUSTOMER VALUE - Consumers often face confusion faced with a variety of products or services arranged on the shelves with a wide range of appeal in the offer. Consumers make choices based on their perceptions of purchase value attached to the products of-

ferred. Kotler & Armstrong (2009) suggested that customers choose the products and services offered through many expectations and satisfaction will be given a variety of market supply and buy based on expectations. In other words, if the value given by the company in accordance with the expectation that the buyer will buy again and tell others about their good experiences, and vice versa. Peter Druker in Kotler (2001) suggested that customers select marketing offers that they believe will provide the highest value.

Kotler and Keller (2009) suggested that the value reflects a number of benefits, both tangible and intangible costs and perceived customer. Value is a combination of quality, service and price ("QSP"), also known as the three elements of customer value.

Meanwhile Robinette and Brang in Hurriaty (2005), divides the customer value into two types: rational values and emotional value. Rational value identifies customers who value low price. It is translated by the company by doing a variety of rebates on every quote. In general, commodities have little differentiation except the price. Despite the low price can influence purchasing decisions, but this does not create long-term customer

loyalty. Understanding customer care means understanding their feelings and emotions and ultimately the company can give a more emotional (emotional value) compared with only rational values, the value for the customer.

While Kotler and Armstrong (2008) propose an evaluation of customer value is about the difference between all the benefits and costs compared with competitors' offer. Heskett et al. (1994) Expressed as a ratio of weight to 'get' attributes and 'accept' attribute. Peter & Olson (1999) shows that consumers in addition to having knowledge of the consequences of the two products, namely functional and psychosocial consequences also have knowledge of personal and symbolic value that can be satisfied or satisfied with the product or brand. Functional consequences is the real impact of the use of an experienced consumer products (eg drinking pepsi relieve thirst) while referring to the psychological impact of the psychosocial consequences (eg, feeling more attractive after using Pantene shampoo products) and the impact of the use of the product (eg, friends feel more appreciated when using the brand Furla). The next is a very useful way to identify the level of personal value and symbolic

value of the instrument is a pattern of behavior and Desired terminal value is the desired state of being.

Some opinions about the value, as noted above, there is clear value concept is understood as a construction that includes several dimensions, as well as it should. In this study using the concept of the value proposed by Peter and Olson (1999) because it covers the entire value of the desired component by researchers.

CUSTOMER TRUST - Peter (1999) suggested that during the integration process, Consumer combining multiple knowledge, meanings, beliefs about a product or brand to establish a comprehensive evaluation. Through experience, consumers gain confidence in their products, and other objects in the environment.

According Luarn and Lin (2003) trust is a certain confidence in the integrity (honesty and ability of those who believe in keeping promises), benevolence (concern and motivation is believed to act in accordance with the interests of their beliefs), competence (the ability of the parties to carry out credible needs trusts) and predictability (behavioral consistency trusted party). Gurvies and Korchia (2003) confidence

(trust) has 3 dimensions: trust in the brand associated with credibility, integrity, and good works for the brand.

Peter (1999) showed that, in principle, the main consumers can have confidence about the various types and levels of meaning associated with the product or brand. For example, consumers with a complete chain of product knowledge to enable the means-end beliefs about the characteristics of the product, the functional consequences, or if the value of using the product. The view of consumers believe the brand is a ¹³ psychological variable reflecting the accumulation of a number of initial assumptions involving credibility, integrity, virtue, which is attached to a particular brand (Gurviez & Korchia, 2003). Trust is a key variable in developing a long-term ¹⁵ desire to continue to maintain a long-term relationship, a particular brand (Morgan and Hunt, 1994) As noted Delgado (2004) is ⁴² the expectation reliability of brand trust and goodwill of the brand.

BRAND LOYALTY - Business organizations in the era of globalization will continue to face the challenge of facing the competition. The company which can

provide the best value for consumers will create a very satisfied customer and will remain faithful. Loyalty can only be achieved by a company which is able Attractive customers through product and brand. Customers have a degree of loyalty and commitment are different (Zaltmann, 1979). Consumers who have purchased consistently and preferences of a particular brand so that consumers have brand loyalty. Consumers who buy the brand not because of a preference for the brand but because it is only available where the consumer does not have a high loyalty. The researchers not only have to consider one measure of brand loyalty behavior but also consider the attitude of loyalty towards the brand.

Definition of brand loyalty much vary of some researchers and writers. Jacoby has a fundamental role in defining loyalty in the early ¹⁷ days. It was he who built the foundation of loyalty. Jacoby and Chestnut (1978), defines brand loyalty as a response bias consumer behavior, taking decisions in relation to one or more of the various alternative brands.

Mowen (2002) defines brand loyalty as the extent to which customers show a positive attitude towards a brand, is committed to a particular brand,

and want to continue to buy in the future. There are two approaches in the measurement of brand loyalty, first, behavioral approach that measures the actual buying behavior of consumers. In this approach, the method is a measure of the proportion of the purchase of brand loyalty, meaning all brands purchased in a particular product category is determined for each customer and brand purchase setian proportion identified. Secondly, the attitude, the approach, in this approach distinguishes repeat purchases (repeat purchase behavior) means that consumers purchase repeatedly without consumers having a feeling for what they buy, if the concept of consumer brand loyalty has a real preference on brand. Brand loyalty is defined as an emotional relationship/ psychological feelings/ in product class. Overall, the most common brand's commitment to high-involvement products that symbolize self-concept, values and needs of consumers.

Engel et al. (2002) suggested that brand loyalty reflect motivated behavior that is difficult to change because it is rooted in the high involvement reflects the purchasing habits while inertia with little or no involvement of involvement as consumers feel the product looks like and she does not have a special incentive

to switch brands to switch brands but may 'll do if prices are lowered or he saw something labeled "new".

Therefore, this practice does not reflect little or no brand loyalty.

Brand loyalty of some of the concepts that have been described above, basically have in common, however, in this study uses the concept of brand loyalty proposed by Mowen (2001) is considered the most relevant in this research context.

DISCUSSION - In high business competition today, it's important for brands to understand the rapid changes that occur and compete in different ways. Differentiation can be done now is to give the charge of psychological value to the brand. Ferrinadewi, (2008) mentions by providing emotional values of target customers. Gobe (2001) there are key differences in the emotional aspects and distribution. Question is how the brand arouse emotional feelings and emotions of consumers, how the brand to life and deep relationships formed and durable.

To create a feeling of depth to the brand that is important for marketerstobrandpersonification (Schiffman & Kanuk, 1991) by trying to pour back consumer

perception of human nature in the brand. Solomon (2009) with arthromophize object, consider the object (product or brand) has human characteristics. The idea gave birth to the concept of brand personality. Brand personality is a set of human characteristics to the brand as if it was a human brand. Aaker J. (1997) were the first to learn about the personality of the brand and develop a brand personality measurement scale.

Geuens (2009) criticized the Aaker brand personality scale development, the definition of the Aaker brand personality is a set of human nature associated with the brand, but contrary to the concept of human personality, characteristics Aaker (2007), which is derived from the five major items including items human personality characteristics of non humans such as socio-demographic characteristics (eg, feminine, upscale and younger), the Big Five personality researchers (McCray & Costa, 1997) has eliminated gender, and social class. Geuens, Wejters, de Wulf (2009) back to the basics of personality and develop a new scale based on the precise definition of brand personality without including non human personality traits. This study shows that human personality traits that are relevant and appropriate to the brand. New

brand personality measurement developed contains 12 indicators and five factors (Activity, Responsibility, Aggressiveness, Simplicity, and Emotional).

Although it is not easy to do, the success of building a strong brand personality is the key to brand loyalty (Solomon, 2009). Venkateswaran (2011) says that the ability to define brand personality accurately and easily recognizable is the key to the success of a brand. Some of previous study found; Kim (2010) conducted a study on fast food restaurants, the results showed no positive effect of brand personality on brand loyalty attitude. Studies conducted Venkateswaran (2011) on the Raymond brand is synonymous with trust, heritage and excellence offering premium formal wear. Study found slightly different results, the dimensions of brand personality; sincerity, excitement, competence, ruggedness, and sophistication, only ruggedness that has meaning tough and rough, outdoor, and frequent washing, no significant effect on brand loyalty because in the context of consumer expectations is a brand Raymond has comfortable, style, quality, perceived differently, fashionable, reliability, classy and improve the user's personality. Lin Yi (2010), conducted a study on video game buyers brand

personality. Study did not result in overall brand personality dimensions have a positive effect on brand loyalty. Studies show there is a significant positive effect only between the dimensions of brand personality of competence and sincerity towards affective brand loyalty and significant negative effect of the dimension of excitement, peacefull and sophisticasion brand personality on brand loyalty. Explained the significant negative results that may be so far in building the brand personality more emphasis on competence and sophisticasion less on excitement, peacefull and sincerity that do not provide support for customer loyalty.

Parker (2009) suggested studies using self-congruity with the brand personality congruence (BPC) is relative rarely done. Helgeson & Supplehen (2004) suggested studies that focus on symbolic brand benefits, there are two streams of studies found in the literature: (1) study of self-congruity, for example, research conducted by Dolich (1969); Sirgy (1982); Sirgy et al. (1991), and (2) brand personality research as practiced by Plummer (1985), Aaker (1997). Liu (2012) suggested that up to now growing concern that adopting the theory of self-harmony in research on the brand (for example research conducted by Sirgy (2005) and Kressmann et

al., (2006).

Wee (2004) suggested that brand personality congruence shows the relationship between consumer perception of brand personality and consumers' perceptions of his/her personality. If customers's personality and brand are increasingly approximated, the value of the brand is owned by the reflection of the customer. For example, the perceived brand personality smarthphone active and aggressive. Potential consumers are expected to consider if it is active and aggressive personality that matches their personality is the brand of smartphone. Based on empirical study, Liu (2012) examined the luxury brand Calvin Klein (CK) results showed that positive significant the effect BPC on brand loyalty despite weak support. Results Asperin study (2007) showed that positive significant the effects of BPC on brand loyalty, but the result is higher when these effects are mediated by trust.

Strong brand is a brand that provides the best value for the customer, its supported by Kotler and Keller (2009) that in a highly competitive economy, with more and more buyers are confronted with a myriad of rational choice, companies can only achieve the win by delivering value good

and choosing, providing and communicating superior value. Further said that maximize customer value means developing customer relationships for the long term. For example, a smartphone brand to build a strong brand personality, it means that the brand has made delivery of value to customers, so hopefully will be able to build long-term relationships. Supports advanced by Southgate in Rangkuty (2009), a good brand is not just for show either functional value, but also can provide certain value in the minds of consumers. Rangkuty (2009) shows the difference between the brand based on the attributes of the function to be difficult, because most companies are almost the same activity. To differentiate the product from competitors' products, the company makes value-added to the personality of each brand. Mowen (2009) suggests that trust and behaviors are formed in two different ways, namely through the learning of cognitive and the consumer experience. Formation of trust through cognitive learning when consumers perform information processing activities (eg advertising) about the benefits of the product, and then develop an attitude of trust, finally bought it. While the creation of the experience occurs when consumers make

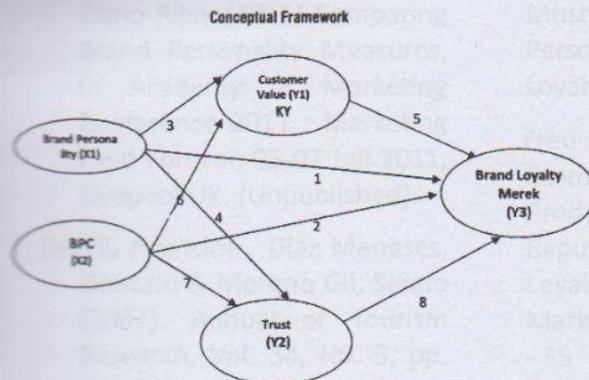
product buying activity, eating, and then establish confidence in the product. Referring to the proposed by Mowen, for example, on a smartphone, if consumers feel the brand personality is strong. Its means that the value delivered to consumers high. This will improve customer trust that will eventually be able to build brand loyalty.

Empirical study found by Suliyanto (2012) results showed significant effect on the value of trust and brand loyalty. Others, Lau study (1999); Sahin et al, (2011) shows the influence significant between brand trust and brand loyalty. While Mohammad (2012) showed a significant effect of trust and brand value in building loyalty.

Based on the above research proposes the development of a conceptual model, by adding variable value and trust as a mediating effect of brand personality and BPC on brand loyalty.

THEORY & PREVIOUS STUDY:

1. : Venkateswaran, 2011, Yi Lin (2010); Kim et al., (2010); Ki Le, et al., (2009).
2. : Fang Liu, (2012); Asperin, Amelia Estepa (2007)
3. : Kotler & Keller (2002), Kotler



& Armstrong (2002)

4. : Gandara, Anja et al., (2011); Sung et al., (2010)
5. :Suliyanto (2012); Mohammad (2012)
6. : Kotler & Armstrong (2002), Rangkuty (2009) Southgate dalam Rangkuty (2009),
7. :Asperin, Amelia Estepa (2007)
8. : Lau, Theng (1999); Sahin et al., (2011)
9. : Suliyanto (2012)

CONCLUSION - Building a strong brand personality and BPC are high on the customer is critical for marketers to create the right marketing strategy to grow brand loyalty. A strong brand personality and high BPC is a form of perceived customer value delivery that will increase trust and ultimately will build long-term rela-

tionships as a form of brand loyalty.

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