

Pengaruh brand personality terhadap minat beli studi pada merek kosmetik maybelline New York = The effect of brand personality on consumer s purchase intention study case on maybelline New York cosmetic brand

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Abstrak

Maybelline New York sebagai anak perusahaan milik L'oreal merupakan salah satu merek kosmetik kategori massa (mass cosmetic) di Indonesia. Saat ini Maybelline New York menghadapi tantangan dalam bersaing dengan berbagai merek kosmetik lainnya dimana setiap merek dari produk kosmetik memiliki personality yang berbeda.

Penelitian ini bertujuan untuk mengetahui pengaruh brand personality terhadap minat beli konsumen pada merek kosmetik Maybelline New York serta melihat dimensi brand personality manakah yang paling berpengaruh terhadap minat beli merek kosmetik Maybelline New York.

Penelitian ini menggunakan metode kuantitatif dengan teknik pengambilan sampel purposif. Pada penelitian ini sampel yang diambil adalah sebanyak 100 responden.

Hasil penelitian ini membuktikan bahwa brand personality memiliki pengaruh yang signifikan terhadap minat beli pada Maybelline New York dan dimensi sincerity dari brand personality memiliki pengaruh yang paling signifikan terhadap minat beli konsumen.

.....Maybelline New York as a Sister Company of L`oreal is one of the mass cosmetic brand in Indonesia.

Maybelline New York nowadays was facing a challenge in a competition with other cosmetic brands where each brand from cosmetic product had a specific personality.

The intention of this research was to find the influence of brand personality to the consumer`s willingness to purchase Maybelline New York and also to find which brand personality dimension had the most influence towards consumer`s purchase intention on Maybelline New York.

Quantitative method with purposive sampling technique was applied in this research using 100 respondent sample.

The result of this research proved that brand personality had a significant effect towards purchase intention and the sincerity dimension of brand personality had the most significant influence to the consumer`s willingness to purchase Maybelline New York cosmetic brand.