

Pengaruh brand personality terhadap minat beli: pada produk fragrance Victoria's Secret = The impact of brand personality towards purchase intention: study on Victoria's Secret fragrance products

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Abstrak

Victorias Secret dinaungi oleh perusahaan L Brands memiliki sub produk yaitu fragrance. Victoria`s Seceret diharapkan dapat meningkatkan preferensi konsumen terhadap merek tersebut dalam menghadapi persaingan dengan merek lainnya sehingga akan memunculkan minat beli konsumen. Tujuan penelitian ini adalah untuk menganalisis pengaruh brand personality terhadap minat beli pada produk fragrance Victorias Secret. Penelitian ini merupakan penelitian kuantitatif. Data dikumpulkan melalui penyebaran kuesioner kepada 100 orang responden perempuan yang belum pernah membeli produk fragrance Victorias Secret. Teknik pengambilan sampel yang digunakan ialah purposive sampling. Model penelitian diuji dengan analisis regresi linier melalui SPSS. Hasil penelitian membuktikan bahwa brand personality berpengaruh secara signifikan terhadap minat beli pada produk fragrance Victorias Secret.

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Victoria 39 s Secret is a subsidiary brand from the parent company, L brand, which have some sub product such as fragrance. Victoria 39 s secret is expected to increase konsumen preference towards the brand to compete with its competitors. So that, Victoria 39s secret is expected to stimulate konsumen to buy the product. The objective of this research is to analyze the impact of brand personality towards purchase intention on Victorias Secret fragrance products. This research based on quantitative approach. The data were collected through questionnaires distributed to 100 women who never made a purchase on Victoria rsquo s Secret fragrance products. The sampling method is purposive sampling. The research model was tested with linier regression analysis using SPSS. The result of this research shows that brand personality has a significant impact towards purchase intention on Victorias Secret fragrance products.