

# Analisis Pengaruh Brand Personality Terhadap Consumer Behavior : Peran dari Brand Love. Studi Kasus : Bangtan Sonyeondan (BTS) = The Impact of Brand Personality on Consumer Behavior : The Role of Brand Love. Case Study : Bangtan Sonyeondan (BTS)

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## Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh dari Brand Personality terhadap Consumer Behavior (BL, PWOM, RNI, WP, SD, AE) dengan peran dari Brand Love pada konteks grup K-Pop, BTS. Sampel yang diteliti adalah penggemar BTS atau disebut ARMY, yang berdomisili di Indonesia dan berusia 17-35 tahun. Jumlah responden yang berhasil dikumpulkan pada penelitian ini adalah 492 responden. Data yang sudah berhasil dikumpulkan diolah menggunakan metode Structural Equation Modeling (SEM) dan software PLS-SEM. Hasil penelitian ini menunjukkan bahwa Brand Personality memiliki pengaruh positif terhadap Brand Love, Positive Word-of-Mouth, Resistance to Negative Information, dan Active Engagement dan pengaruh terbesar ada pada variabel Brand Love. Sedangkan hubungan antara Brand Personality dengan Loyalty, Willingness to Pay More, dan Self-Disclosure memiliki hubungan negatif. Brand Love juga memediasi secara positif hubungan antara Brand Personality dengan variabel-variabel dari Consumer Behavior (BL, PWOM, RNI, WP, SD, AE). Active Engagement juga berpengaruh positif bagi Loyalty. Saran manajerial dan penelitian selanjutnya dibahas dalam penelitian ini.

.....This study aims to determine the effect of Brand Personality on Consumer Behavior (BL, PWOM, RNI, WP, SD, AE) with the role of Brand Love in the context of the K-Pop group, BTS. The sample studied is BTS fans or called ARMY, who are domiciled in Indonesia and are between 17-35 years old. The number of respondents who were collected in this study were 492 respondents. The data that has been collected is processed using the Structural Equation Modeling (SEM) method and PLS-SEM software. The results of this study indicate that Brand Personality has a positive influence on Brand Love, Positive Word-of-Mouth, Resistance to Negative Information, and Active Engagement and the biggest influence is on Brand Love. Meanwhile, the relationship between Brand Personality and Loyalty, Willingness to Pay More, and Self-Disclosure has a negative relationship. Brand Love also positively mediates the relationship between Brand Personality and the variables of Consumer Behavior (BL, PWOM, RNI, WP, SD, AE). Active Engagement also has a positive effect on Loyalty. Managerial implications and further research are discussed in this study.