

# Analisis pengaruh Brand Personality terhadap Trust, Attachment, dan Commitment to the Brand : studi kasus Teh Botol Sosro = The impact of Brand Personality on Trust, Attachment, and Commitment to the Brand : case study Teh Botol Sosro

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## Abstrak

Penelitian ini membahas mengenai pengaruh Brand personality terhadap pembentukan trust, attachment, dan commitment pada salah satu produk minuman teh dalam kemasan, yaitu studi kasus konsumen Teh Botol Sosro. Dalam penelitian ini, pengolahan data dilakukan dengan menggunakan Structural Equation Modeling dengan program LISREL 8.5.

Hasil penelitian ini menunjukkan bahwa Brand personality mempunyai pengaruh positif serta signifikan terhadap Trust, Attachment dan Commitment. Interpretasi, limitasi, dan implikasi manajerial akan didiskusikan lebih lanjut.

.....This research investigates the impact of brand personality on trust, attachment, dan commitment on one of the instant drinking tea product. The case study used is Teh Botol Sosro. In this research, Structural Equation Modeling (SEM) with LISREL 8.5 program has been used to process the data.

The result shows that brand personality has a positive and significant effect on trust, attachment dan commitment. Interpretations, limitations, and managerial implications are discussed further.