

# Pengaruh Self-Congruity terhadap brand loyalty : studi kasus pada konsumen brand minuman coklat 'MILO' = The impact of Self-Congruity to brand loyalty : a study on 'MILO' consumers

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## Abstrak

[<b>ABSTRAK</b><br>

Penelitian ini membahas mengenai kesesuaian diri konsumen anak dengan brand (self-congruity) yang memengaruhi loyalitas brand (brand loyalty). Pengaruh antara self-congruity dan brand loyalty tersebut dimediasi oleh kualitas hubungan dengan brand (brand relationship quality). Sebanyak 104 responden, yang merupakan konsumen brand MILO berusia 11-14 tahun, berpartisipasi dalam penelitian ini. Analisis data dilakukan dengan Structural Equation Modelling (SEM) yang diolah menggunakan program SPSS 22 dan AMOS 21. Hasil penelitian menunjukkan bahwa self-congruity tidak memengaruhi brand loyalty secara signifikan. Sementara itu, self-congruity berpengaruh signifikan terhadap brand relationship quality dan brand relationship quality berpengaruh signifikan terhadap brand loyalty. Maka penelitian ini menunjukkan bahwa self-congruity dapat berpengaruh signifikan terhadap brand loyalty apabila dimediasi oleh brand relationship quality.

<b>ABSTRACT</b><br>

This research examines the impact of self-congruity on brand loyalty. The impact of self-congruity to brand loyalty is mediated by brand relationship quality. 104 children, which are consumers of MILO chocolate drink aged between 11-14 years old, participated in this study. Researcher uses Structural Equation Modelling (SEM) to analyze the data with SPSS 22 and AMOS 21 programs. This research finds that self-congruity does not have significant impact toward brand loyalty. However, self-congruity impacts brand relationship quality significantly and brand relationship quality also impacts brand loyalty significantly. Hence, this research indicates that self-congruity can impact brand loyalty significantly if it is mediated by brand relationship quality.;

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