

# Pengaruh Dimensi Brand Personality pada Self Congruity dan Functional Congruity Terhadap Brand Attitude: Studi Pengguna Jaklingko = Effects of Brand Personality Dimensions on Self Congruity and Functional Congruity on Brand Attitude: A Study With Users Of Jaklingko

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## Abstrak

Kebutuhan sarana transportasi umum merupakan kebutuhan masyarakat yang terus berkembang. Brand personality memainkan peran kunci dalam psikologi merek sehingga dapat membentuk identitas merek. Konsumen cenderung mengekspresikan citra diri mereka melalui kepribadian merek dalam mendorong keputusan pembelian. Berdasarkan teori kesesuaian dan analisis dari moda transportasi dibawah Jaklingko, penelitian ini mengungkapkan berbagai peran yang dimainkan oleh kepribadian merek dalam mendorong pilihannya. Khususnya, konsumen cenderung mengekspresikan self congruity melalui dimensi brand personality yang dikenal dengan aggressiveness dan emotionality, dan simplicity dan responsibility untuk mengevaluasi seberapa konsisten functional congruity yang dirasakan konsumen. Sampel penelitian ini terdiri atas 626 pengguna aktif Jaklingko di Indonesia sebagai responden dalam penelitian ini. Hipotesis dalam penelitian ini diuji dengan structural equation modeling-partial least squares (SEM-PLS). Hasil pengujian menunjukkan bahwa semua dimensi brand personality kecuali simplicity berpengaruh positif terhadap functional congruity dan self congruity. Hasil pengujian moderasi menunjukkan bahwa traveling purpose tidak memperkuat hubungan self congruity maupun functional congruity terhadap brand attitude. Penelitian ini menawarkan perusahaan pengembang jasa transportasi pemahaman yang lebih baik tentang dimensi brand personality yang berpengaruh terhadap persepsi konsumen atau memperkuat merek perusahaan dalam fungsinya sehingga dapat meningkatkan utilitas masing-masing dimensi.

.....The need for public transportation is a community need that continues to grow. Brand personality plays a key role in brand psychology so that it can form brand identity. Consumers tend to express their self-image through brand personality in driving purchase decisions. Based on the theory of suitability and analysis of transportation modes under Jaklingko, this study reveals the various roles played by the brand personality in encouraging its choice. In particular, consumers tend to express self-congruity through brand personality dimensions known as aggressiveness and emotionality, and simplicity and responsibility to evaluate how consistent the functional congruity is perceived by consumers. The sample of this study consisted of 626 active users of Jaklingko in Indonesia as respondents in this study. The hypothesis in this study was tested with structural equation modeling-partial least squares (SEM-PLS). The test results show that all dimensions of brand personality except simplicity have a positive effect on functional congruity and self-congruity. The results of the moderation test show that traveling purpose does not strengthen the relationship between self-congruity and functional congruity with brand attitude. This study offers transportation service development companies a better understanding of the dimensions of brand personality that affect consumer perceptions or strengthen the company's brand in its function so as to increase the utility of each dimensi