

PENGARUH BRAND PERSONALITY TERHADAP MINAT BELI PADA BRAND COMPASS (STUDI KASUS DI MEDIA SOCIAL INSTAGRAM)

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui *brand personality* dan minat beli serta mengetahui pengaruh *brand personality* terhadap minat beli secara parsial pada brand sepatu compass di media social instagram. Jumlah sampel 100 followers instagram sepatu compass melalui pendekatan probability sampling yaitu simple random sampling. Jenis penelitiannya adalah penelitian kuantitatif dengan metode penelitian deskriptif dan verifikatif. Analisis yang digunakan adalah statistik deskriptif dan regresi linear sederhana. Hasil penelitian menunjukkan bahwa *image brand personality* termasuk kategori “kurang baik” dan minat beli pada brand sepatu compass di media social instagram termasuk dalam kategori “kurang baik”. Hasil analisis verifikatif menunjukkan variabel *brand personality* secara parsial berpengaruh terhadap variabel minat beli.

Kata Kunci: *Brand Personality* dan Minat Beli

***THE INFLUENCE OF BRAND PERSONALITY ON INTENTION TO BUY
BRAND COMPASS (CASE STUDY IN SOCIAL MEDIA INSTAGRAM)***

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ABSTRACT

This study aims to determine brand personality and purchase intention and to determine the effect of brand personality on purchase intention partially on the Compass shoe brand on Instagram social media. The sample size is 100 Instagram followers of Compass shoes through a probability sampling approach, namely simple random sampling. This type of research is quantitative research with descriptive and verification research methods. The analysis used is descriptive statistics and simple linear regression. The results of the study show that brand personality image is included in the "not good" category and buying interest in the Compass shoe brand on Instagram social media is included in the "not good" category. The results of the verification analysis show that the brand personality variable partially influences the purchase intention variable.

Keywords: Brand Personality and Buying Interest