

RINGKASAN

Modernisasi dan globalisasi menyebabkan kemajuan teknologi semakin pesat, sehingga banyak perusahaan yang saling bersaing dan menyebabkan pasar menjadi kompetitif. Kondisi tersebut membuat perusahaan smartphone berusaha mempengaruhi konsumen mereka untuk melakukan pembelian dengan mengasosiasikan kepribadian konsumen ke dalam merek smartphone. Keselarasan kepribadian antara konsumen dan brand memungkinkan konsumen mengembangkan perasaan emosional dan menjalin hubungan baik yang menyebabkan konsumen memiliki perasaan rela berkorban demi merek smartphone favorit mereka. Hal tersebut memungkinkan konsumen bersikap lebih loyal dan mengabaikan kemungkinan harga smartphone yang mahal. Sampel dalam penelitian ini adalah 127 responden pengguna iPhone. Hasil penelitian ini menggunakan metode model persamaan structural (SEM) dengan alat analisis AMOS, menunjukkan bahwa Kepribadian Konsumen dan Kepribadian Merek berpengaruh secara signifikan terhadap Loyalitas Merek ketika terdapat Hubungan Konsumen Merek yang memediasi.

Kata Kunci: *kepribadian konsumen, kepribadian merek, hubungan konsumen merek, loyalitas merek.*

SUMMARY

Modernization and globalization have led to rapid technological advances, resulting in many companies competing with each other and causing the market to become competitive. This condition makes smartphone companies try to influence their consumers to make purchases by associating consumers' personalities into smartphone brands. Personality alignment between consumers and brands allows consumers to develop emotional feelings and establish good relationships that cause consumers to have feelings of willingness to sacrifice for their favorite smartphone brands. This allows consumers to be more loyal and ignore the possibility of expensive smartphone prices. The sample in this study were 127 iPhone user respondents. The results of this study using the structural equation model (SEM) method with the AMOS analysis tool, show that Consumer Personality and Brand Personality have a significant effect on Brand Loyalty when there is a mediating Brand Consumer Relationship.

Keywords: *consumer personality, brand personality, consumer brand relationship, brand loyalty.*