

Pengaruh *Brand Experience* dan *Brand Personality* Terhadap *Behavioral Loyalty* Produk Kecantikan

Truly Jackqueline Purnama¹

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *brand experience* dan *brand personality* terhadap *behavioral loyalty* produk kecantikan. Data dikumpulkan dari 200 responden, wanita, dengan usia diatas 20 tahun yang menggunakan produk kecantikan melalui survei dengan kuesioner terstruktur. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Hasil penelitian ini menunjukkan bahwa variabel *brand experience* dan *brand personality* secara positif berpengaruh terhadap *behavioral loyalty* produk kecantikan. Pengaruh *brand personality* terhadap *behavioral loyalty* lebih besar ($\beta = 0.507$) dibandingkan dengan pengaruh *brand experience* terhadap *behavioral loyalty* ($\beta = 0.284$). Nilai r^2 menunjukkan bahwa 53,6% *behavioral loyalty* dipengaruhi oleh *brand experience* dan *brand personality*, namun juga terdapat faktor lain yang tidak diukur didalam penelitian ini yang mempengaruhi sebesar 46,4% terhadap *behavioral loyalty* produk kecantikan.

Kata kunci: *brand experience*, *brand personality*, *behavioral loyalty*, produk kecantikan

¹ Mahasiswa Program Studi Manajemen Universitas Bakrie

The Influence of Brand Personality Brand Experience and Behavioral Loyalty To Beauty Products

Truly Jackqueline Purnama²

ABSTRACT

This study aimed to examine the effect of brand experience and brand personality on behavioral loyalty of beauty products. The data were collected from 200 respondents, women, who were above 20 years old and regular users of beauty products, through a survey, which used structured questionnaires. The sampling technique used was purposive sampling. The results show that brand experience and brand personality positively influence behavioral loyalty. The effect of brand personality on behavioral loyalty was greater ($\beta = 0.507$) than effect of brand experience on behavioral loyalty ($\beta = 0.284$). The r^2 depicts that brand experience and brand personality effect on behavioural loyalty was 53.6%, hence there were 46.4% other factors which were not measured in this study, which affect behavioral loyalty.

Keywords: *brand experience, brand personality, behavioral loyalty, beauty products*

² Student of Program Studi Manajemen Universitas Bakrie