BRAND PERSONALITY CREATION THROUGH ADVERTISING
(Study KFC on Television Commercial Break)

PEMBENTUKAN KARAKTER MEREK MELALUI PERIKLANAN
(Studi Pada KFC Melalui Iklan Televisi)

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Abstrack: The perfect concept of Advertising and its application on the mass media cannot be separated with one central aspect from any sold product or certain service, named Brand personality and depends on five main aspects, which are Sincerity, Excitement, Competence, Ruggedness and Sophistication, especially for Kentucky Fried Chicken in Manado City.This research's purposes are to figure out whether Brand Personality give significant influence to the Advertising of KFC at Manado City, simultaneously and to figure out whether Brand Personality give significant influence to the Advertising of KFC at Manado City, partially. To achieve those objectives, Multiple Regression Analysis is used. Its' conclusions are Brand Personality generally give the significant influence for the Advertising of KFC and each Brand Personality partially give the significant influence for the Advertising of KFC. Based on the results, company's managers and employees must maintain and enhance the good understanding about three Brand Personality, must improve customers' understanding about Sophistication and Excitement, and must give more concern about other influencing factors of the customers' understanding about the advertising and its contents.

Keywords : brand personality, advertising

Abstrak: Konsep ideal Periklanan dan penerapannya yang dijual media massa tidak bisa dipisahkan dari satu aspek utama dari setiap barang atau jasa tertentu, yaitu karakter merek dan tergantung pada lima aspek penting, yaitu kesungguhan/sincerity, ketertarikan/excitement, kemampuan/competence, ketepatan/ruggedness dan kecanggihan/sophistication, khusunya untuk Kentucky Fried Chicken di Kota Manado. Tujuan penelitian ini untuk mengetahui apakah karakter merek memberikan dampak signifikan terhadap periklanan KFC di Kota Manado secara umum dan untuk mengetahui apakah Karakter Merek memberikan dampak signifikan terhadap periklanan di Kota Manado. Untuk mencapai tujuan-tujuan tersebut, analisis regresi berganda digunakan. Kesimpulan penelitian adalah karakter merek secara umum memberikan pengaruh signifikan terhadap periklanan KFC dan setiap karakter merek secara khusus memberikan pengaruh signifikan terhadap periklanan KFC. Berdasarkan hasil tersebut, para manajer dan pegawai perusahaan mempertahankan dan meningkatkan pemahaman mengenai tiga karakter merek, meningkatkan pengertian konsumen mengenai. Kecanggihan /sophistication dan ketertarikan/excitement, memberikan lebih banyak pertimbangan mengenai lain dari pemahaman konsumen terhadap iklan dan materinya.

Kata kunci : karakter merek, periklanan

INTRODUCTION

The perfect concept of advertising and its application on the mass media cannot be separated with one central aspect from any sold product or certain service, named brand personality. It is signifies all features and functions that can be felt by customers when using the available items. The concern of brand personality from goods or services depends on five main aspects, which are sincerity, excitement, competence, ruggedness and sophistication. As one recognized food and beverage company in the world, Kentucky Fried Chicken are found in almost all place in many countries. The nature characteristics for the industry makes this world-wide company always compete with other similar companies, either domestic-scale companies or international-scale ones. One developing city in Indonesia is Manado City and its improvement is observable from the numbers of restaurants that open here. Kentucky Fried Chicken is one food and beverage company that is still competes in this city, together along with another rivals. The advertising from this company in every store in Manado City is one important aspect for its continuity until now and is related with brand personality factors, sincerity, excitement, competence, ruggedness and sophistication. Six objectives in this research are:

1. To figure out whether brand personality factors (sincerity, excitement, competence, ruggedness and sophistication) give significant influence to the advertising of KFC di Manado City, simultaneously;
2. To figure out whether sincerity gives significant influence to the advertising of KFC di Manado City, partially;
3. To figure out whether excitement gives significant influence to the advertising of KFC di Manado City, partially;
4. To figure out whether competence gives significant influence to the advertising of KFC di Manado City, partially;
5. To figure out whether ruggedness gives significant influence to the advertising of KFC di Manado City, partially;
6. To figure out whether sophistication gives significant influence to the advertising of KFC di Manado City, partially; and

THEORETICAL REVIEW

Brand

Somayeh (2010), as quoted from Ulrich, stated that "A product's brand connects a company's output and reputation with customer's needs and investors' hopes". According to the marketing association, as quoted in Ranjbar (2010), brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. The definition has been criticized for being too product-oriented and lack of intangible features like image.

Brand Importance

Somayeh (2010) stated that by the start of 1980, companies were aware of financial value of brands, and since that time branding attracted many researchers and practitioners. The way people think and feel about a brand, are the brand value which makes a unique relationship with its target customers. Somayeh (2010) explained that all the marketing efforts like name, packaging, advertising, promotion, pricing, sales force discipline, customer repurchases, etc create one image of a brand, the important issue here is, this image is a combination of quality and price which are not separated, and when brands are not making values, people think the price is too high. And here come the importance, brands are successful because people prefer them to ordinary products. The main psychological factor here is: brands help people to make choices. Brands give customers' quality and service guarantee.

Brand Components

Somayeh (2010) described that to better understand the brand and make it less complex researchers have tried to break it to different components. Actually these components come from the different views and perceptions about brand. Somayeh (2010) stated that, because of the complex nature of the brand, every expert has its own mental model and again all these models can be categorized in two parts: 1) functional capabilities and 2) symbolic features.

Position of brand personality in the brand hierarchy

The De Chernatony's model of components of a brand, as quoted from Somayeh (2010), mentioned that there were two major dimensions tangible and intangible. And she found that brand personality is one of the most important structures in the intangible or emotional side of the brand construct. Somayeh (2010) mentioned that a tangible – intangible spectrum encompassed all their definitions, with a marked bias to intangible themes. As you seen the majority of expert's definitions are the notion of brands as value systems, personality and image.

Brand Personality

Somayeh (2010) argued that customer and brand has a kind of relationship which is like the relationship between two people. This relationship can be friendly and two partners act as close friends of just some kind of fun friends just comfortable to be around. Somayeh (2010) stated that "Today, consumers have deep personal relationships to brands and brand histories." for example Tissot watches usually carry a book named "the story of watch history" in their packages.

Brand Personality Value

Somayeh (2010) has started two interesting questions: "Does your business have a clearly articulated, perceived personality that has been developed by you? And can you distil its complexity into three, key words to capture the essence of who you are or what to be seen as being?" Somayeh (2010) explained that, because competitors can copy brand's functional benefits, psychological values are one of the ways to keep them unique. For example instead of focusing on different advertising or packaging, they can make the relationship with the target customers stronger.

Brand Personality Versus Human Personality

Somayeh (2010) stated that, although brand personality and human personality seem the same in the conceptualization level, but their objectives are completely different. Brands are inhuman agents and do not behave like human being, and the perception of their personality comes from the people using them and also product-related attributes like performance.

Literature Review

Application of brand personality scale in automobile industry – the study of SAMAND'S brand personality dimensions had been published at 2010 by Somayeh Ranjbar and explained that: The confirmatory factor analysis of the measurement model and the structural model provided evidence that the 'ruggedness' dimension proposed by Aaker (1997) was not reliable, nor was it valid. And the relationship with the main construct 'brand personality' was weak. So to achieve good measurement framework, the other four dimensions had to be refined up to the point that there was no problem with combining them to form one higher construct namely 'Brand Personality'. Then the five dimension model describing 38 attributes changed to a four dimension scale consisted of 24 items. Finally there were hypothesis about demographic specifications of respondent's having effect on their opinion about SAMAND's personality. And the results showed that different respondents have significant differences in their ideas about five personality dimensions of SAMAND.

"Brands are People, Too!" The Role of Brand Identity, Narrative and Personality in Modern Marketing is a scientific study, published by Leo Sussan at 2012 and stated that: Though marketing researchers have long postulated the importance of a brand's personality to its overall value, nobody has attempted to define the process behind how brand personality is established. This paper postulates the supreme importance and of brand narratives, both its internal (it's history and collective makeup) and external (the perceptions which consumers come to have, predicated on the brand's demonstrative efforts to persuade), in the building of a positive and beneficial brand narrative. The present work details a multitude of variables which go into constructing a narrative that successfully connotes the desired personality, and concludes by applying the framework to the BlackBerry brand, a well-known but beleaguered brand facing a multitude of problems.

Sonja Airikka published a scientific research at 2014, titled The Role of Emotional Branding In Building Brand Personality From a Consumer Perspective, and commented that:

The research was conducted as an embedded single-case study, in which qualitative data was collected through semi-structured interviews with a sample of six consumers and personal observation within one of the concept stores of the case company. In order to triangulate the data, secondary sources were utilized to gain more information about the case company. The results indicated a connection between emotional branding and the formulation of brand personality, which can be manipulated according to the brand personality drivers. Congruence with consumer self-conceptualization and set of values were discovered to strengthen the emotional bonding. As the end result, the research was able to clarify the process-thinking behind emotional branding.

Self-Congruity: A Determinant of Brand Personality is a scientific journal published by Joseph A. L. Klipfel, Allen C. Barclay and Kristi M. Bockorny at 2014 and explained that: Self-congruity and brand personality are important concepts. Self-congruity may be as much a determinant of brand personality as it is a product of brand personality. Two new concepts, false congruity and real-ideal image discrepancy, are introduced as factors that could explain self-congruity's role in perceived brand personality. Before launching a brand, marketers should take steps to ensure probable early adopters of their product are indeed the marketers' target consumers. Existing brands should be monitored for brand personality changes due to false congruity, real-ideal image discrepancy, or innovative or creative consumer behavior. A healthy brand image may depend on it. von Katharina S. Güse has published an scientific study at 2011, titled Brand Personalities and Consumer-brand Relationships as Elements of Successful Brand Management, and described that:

The purpose of this doctoral thesis was twofold. First, it attempted to provide a better understanding of customer's perceptions of brand personalities. Since there is much criticism regarding the dominant brand personality scale developed by Aaker (1997), the research objective was also to introduce an alternative conceptualization of brand personality by drawing upon social psychology. Second, the purpose of this dissertation was to develop an explanatory model of brand relationship drivers and mediators, and to test this model empirically.

Axe's Brand Personality and Equity - Consumers' perspective on the brand's personality and equity has been published by Miguel Raminhos Gonçalves Santos at 2013 and mentioned that: This dissertation aims to analyses Axe's brand personality and its inferences on its own equity, analyzing what consumers perceive the brand to be and furthermore how they value those attributes. For that purpose a practical application of Jennifer Aaker's "Big Five" model was carried out, in order to understand how the brand is perceived, in what way this perception influences the brand's equity and what can be the future options for the brand to undertake. The study evidenced the predicted strong facet of the brand, the emotional side, as well as the relationships between the brand personality dimensions and Axe brand equity. This emotional side is in fact the most differentiating asset of the brand, although it is not the dimension with the strongest effect on brand equity.

Brand Personality: Consumer's Perceptions of Color Used in Brand Logos has been issued by Jessica Ridgway at 2011 and stated that: The goal of this study was to (1) determine if consumers will apply conventional color associations to hues when they are used in a brand's logo, (2) examine whether color affects consumers' perceptions of a brand's personality, and (3) to investigate whether consumers view a color as more appropriate for a logo when brand personality and color associations are congruent. The theories of anthropomorphism and associative learning theory are used to explain how consumers relate to brand, perceive brand personality, and form associations. Participants were recruited for the study through the technique of snowball sampling via Facebook. The survey was distributed over the course of two weeks and 184 usable responses were collected. Results indicate that all hypotheses are supported. Therefore, color in logos plays a significant role in the way in which the consumers perceive a brand's personality.

Hipothesis

There are two main hypotheses testing that will be conducted, which are:
1. Simultaneous Hypothesis
   H_1 : Brand Personality Factors (Sincerity, Excitement, Competence, Ruggedness and Sophistication) give significant influence to the Advertising of KFC di Manado City, simultaneously.
2. Partial Hypotheses
   a. The Significant Relationship between Sincerity with the Advertising of KFC di Manado City

H_1 : Sincerity does not give significant influence to the Advertising of KFC di Manado City, partially.
b. The Significant Relationship between Excitement with the Advertising of KFC di Manado City
   H_2 : Excitement does not give significant influence to the Advertising of KFC di Manado City, partially.
c. The Significant Relationship between Competence with the Advertising of KFC di Manado City
   H_3 : Competence does not give significant influence to the Advertising of KFC di Manado City, partially.
d. The Significant Relationship between Ruggedness with the Advertising of KFC di Manado City
   H_4 : Ruggedness does not give significant influence to the Advertising of KFC di Manado City, partially.
e. The Significant Relationship between Sophistication with the Advertising of KFC di Manado City
   H_5 : Sophistication does not give significant influence to the Advertising of KFC di Manado City, partially.

RESEARCH METHODOLOGY

Type of Research
This research is causal type of research. This type of research also determines if one variable causes another variable to occur or change.

Place and Time of Research
This research object is one franchise company in the Manado City, KFC Restaurants in this city. Time of this research is from January to February 2016.

Research Procedure
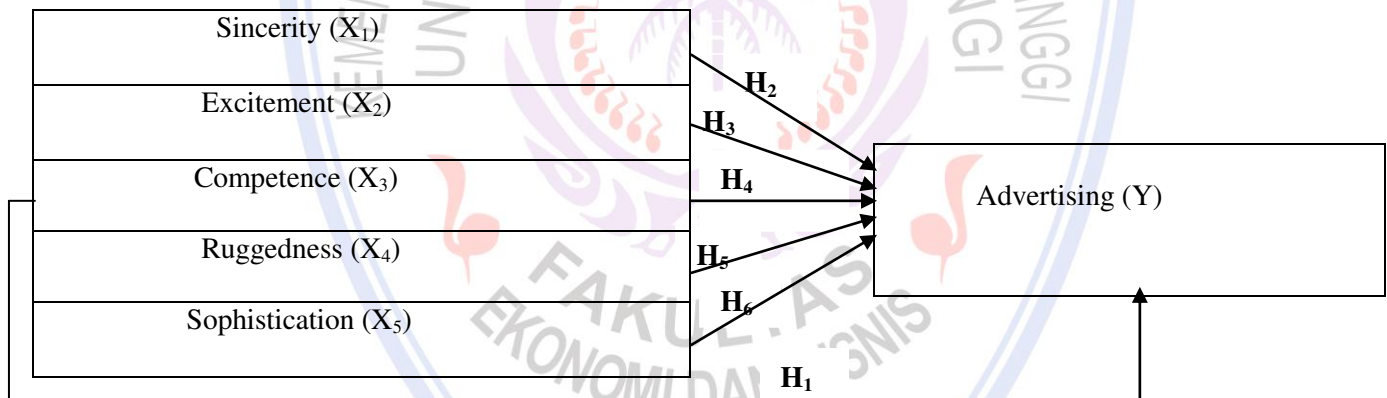This research procedure will be explained by this following Figure 1:

Figure 1. Conceptual Framework
Source: Processed Data, 2016

Data Collection Method
Population of this research is a people in manado who know about KFC. This research takes 100 respondents as a sample.

Data Collection Method
There are two types of data that are collected in this research, those are: primary data and secondary data.

Primary Data
Primary data are data gathered for research from the actual site of occurrence of events. Primary data can be collected through some methods such as interviewing, questionnaires, and observation (Sekaran and Bougie, 2009).

Secondary Data

Secondary data are data collected through such existing sources (Sekaran and Bougie, 2009). The data are existing data and have been collected by other persons and are used in this research with purpose to support the primary data and as the main support of the research as a whole. Sources of secondary dta in this research are from text books, international journas, literatures, and internet. In this research, theoretical reviews are obtained from reliable international textbooks and journals.

Data Analysis Method

Validity and Reliability test

This research use person correlation to measure the validity. The score of person correlation should be more than 0.3 to measure that the variable are valid. Reliability measurement use cronbsch's alpha that should more than 0,6.

Descriptive Statistics

Are numbers that are used to summarize and describe data. The word "data" refers to the information that has been collected from an experiment, a survey, a historical record, etc. (By the way, "data" is plural.

Classical test assumption

Classical test assumption is a bit of a misnomer; there are actually several types of CTTs. The foundation for them all rests on aspects of a total test score made up of multiple items. Most classical approaches assume that the raw score (X) obtained by any one individual is made up of a true component (T) and a random error (E).

Normally test

Normally test aims to test whether the regression, the dependent variable and independent variables both have a normal distribution or not. Good regression models is that the data are normally distributed or nearly normal. In this study to detect whether the data is normally distributed via the analysis of the graph.

Multicollinearity test

Multicollinearity occurs when there is a linear relationship is perfect or nearly perfect between some or all of the independent variables in the regression model. Multicollinearity test aims to test whether the regression model found a correlation between the independent variables (independent). Good regression models should not occur in the correlation between the independent variables. to test the existence of multicollinearity can be done by analyzing the correlation between variables and the calculation of the value of tolerance and the variance inflation factor (VIF).

Test Heteroskidastity

In statistics, when the standard deviations of a variable, monitored over a specific amount of time, are non-constant. Heteroskedasticity often arises in two forms, conditional and unconditional. Conditional heteroskedasticity identifies non-constant volatility when future periods of high and low volatility cannot be identified. Unconditional heteroskedasticity is used when futures periods of high and low volatility can be identified.

Multiple Regression

The method of analysis used in this study is multiple regression models to approach the return. To find out the influence of dependent variable with independent variables used multiple linear regression with the formula:

$$Yj = \alpha + \beta X_j + \beta X_j + \beta_k X k_j + \varepsilon$$

RESULT AND DISCUSSION

Result
Reliability Test

In this second sub-section, the reliability level from the result of this current research will be tested, systematically. The reliability test in this research uses Alpha Cronbach. If Alpha is less than 0.6 then it is unreliable. The interpretation of Alpha Cronbach (Sekaran, 2003; 311) is:

1. < 0.6 indicates unsatisfactory internal consistency or consider that the data is unreliable.
2. 0,7 indicates that the data is acceptable
3. 0.8 indicates good internal consistency or consider that the data resulted is reliable.

In this research, it is shown that Alpha Cronbach for relationships among Brand Personality factors, which are Sincerity, Excitement, Competence, Ruggedness and Sophistication, with the Advertising of KFC on Television Commercial Break in Manado is 0.867, which is above the acceptance limit of 0.6; therefore, the research instrument is reliable.

Validity Test

This third sub-section will be useful to determine if the validity level from this current research is valid or not. This testing can be conducted by comparing correlation index in Pearson Product Moment with significance level of 5%, it can be seen valid or not a research instrument. If probability of correlation is less than 0.05 (5%) then the research instrument is stated as valid.

Table 1. Validity Statistics Correlations

		Sincerity	Excitement	Competence	Ruggedness	Sophistication	Advertising
Sincerity	Pearson Correlation	1	.616**	.744**	.285**	.181	.589**
	Sig. (2-tailed)		.000	.000	.004	.071	.000
	N	100	100	100	100	100	100
Excitement	Pearson Correlation	.616**	1	.701**	.343**	.418**	.435**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
Competence	Pearson Correlation	.744**	.701**	1	.439**	.283**	.626**
	Sig. (2-tailed)	.000	.000		.000	.004	.000
	N	100	100	100	100	100	100
Ruggedness	Pearson Correlation	.285**	.343**	.439**	1	.770**	.812**
	Sig. (2-tailed)	.004	.000	.000		.000	.000
	N	100	100	100	100	100	100
Sophistication	Pearson Correlation	.181	.418**	.283**	.770**	1	.634**
	Sig. (2-tailed)	.071	.000	.004	.000		.000
	N	100	100	100	100	100	100
Advertising	Pearson Correlation	.589**	.435**	.626**	.812**	.634**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

** Correlation is significant at the 0.01 level (2-tailed).
Source: Analyzed Data, 2016

From the table above, it can be seen that the correlation index for almost all relationships among Brand Personality factors, which are Sincerity, Excitement, Competence, Ruggedness and Sophistication, with the Advertising of KFC on Television Commercial Break in Manado are greater than 0.3 (0.616, 0.744, *0.285*, *0.181*, 0.569, 0,701, 0,343, 0,418, 0,435, 0,439, *0,283*, 0,626, 0,770, 0,812 and 0.634) and below the significance level of 5%; therefore, the data is considered as valid.

Testing the goodness of Fit: Coefficient of Multiple Correlation (R) and Coefficient of determination (R^2)

Table 2. Result of R and R^2 Model Summary

Model	R	R Suare	Adjusted R Square	Std. Error of the Estimate
1	.895[a]	.801	.790	.33242

Predictors: (Constant), Sophistication, Sincerity, Excitement, Ruggedness, Competence

The coefficient of correlation (R) is 0.895 meaning the level of relationship between independent and dependent variable is considered as a substantial positive relationship. In the other words, Brand Personality factors, which are Sincerity (X_1), Excitement (X_2), Competence (X_3), Ruggedness (X_4) and Sophistication (X_5) with as independent variables and the Advertising of KFC on Television Commercial Break in Manado (Y) as dependent variable have a substantial positive relationship. The coefficient of determination is identified by R^2 = 0.801 which is the correlation coefficient quadrate $(0.895)^2$ = 0.801. R Square is usually called the coefficient of determination which is 0.801 or 80.1% that means the Advertising of KFC on Television Commercial Break in Manado (Y) is able to be explained by Brand Personality factors, which are Sincerity (X_1), Excitement (X_2), Competence (X_3), Ruggedness (X_4) and Sophistication (X_5). And the rest 19.9% are caused by the other factors.

Result of Multiple Linear Regression Analysis

The interpretation of Multiple Linear Regression Analysis in this research is shown in Table 3.

Table 3. Multiple Linear Regression Analysis Output Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.081	.228		.354	.724
Sincerity	.313	.067	.330	4.660	.000
Excitement	-.195	.084	-.171	-2.339	.021
Competence	.227	.092	.208	2.469	.015
Ruggedness	.566	.080	.578	7.074	.000
Sophistication	.153	.084	.146	1.819	.072

Dependent Variable: Advertising
Source: Analyzed Data, 2016

The Multiple Linear Regression model is used to determine the influence of several independent variables on a dependent variable. Here is computed the influence of Brand Personality factors, which are Sincerity (X_1), Excitement (X_2), Competence (X_3), Ruggedness (X_4) and Sophistication (X_5) on the Advertising of KFC on Television Commercial Break in Manado (Y). The computation has done by using the SPSS 15.0 software. Computerized calculation ensures the accuracy of the analysis. The analysis output is described in table 3.5. From the result of the table above, the model is defined as:

$$Y = 0.081 + 0.313X_1 - 0.195X_2 + 0.227X_3 + 0.566X_4 + 0.153X_5$$

where :
Y   :   Advertising of KFC on Television Commercial Break in Manado
X_1 :   Sincerity
X_2 :   Excitement
X_3 :   Competence
X_4 :   Ruggedness
X_5 :   Sophistication

Hypothesis Testing
F-test

The simultaneous test (F-test) was conducted to identify relationships among all independent variables which are consist of Sincerity (X_1), Excitement (X_2), Competence (X_3), Ruggedness (X_4) and Sophistication (X_5) on the Advertising of KFC on Television Commercial Break in Manado (Y) simultaneously.

Table 4. Simultaneous Test (F-test) Output ANOVA[b]

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.758	5	8.352	75.577	.000[a]
	Residual	10.387	94	.111		
	Total	52.146	99			

Predictors: (Constant), Sophistication, Sincerity, Excitement, Ruggedness, Competence
Dependent Variable: Advertising
Source: Analyzed Data, 2016

H0: $\beta_1=\beta_2=\beta_3=\beta_4=\beta_5=0$ (Sincerity (X_1), Excitement (X_2), Competence (X_3), Ruggedness (X_4) and Sophistication (X_5) have influenced the Advertising of KFC on Television Commercial Break in Manado (Y), simultaneously).
H1: $\beta_1=\beta_2=\beta_3=\beta_4=\beta_5\neq0$ (Sincerity (X_1), Excitement (X_2), Competence (X_3), Ruggedness (X_4) and Sophistication (X_5) have influenced the Advertising of KFC on Television Commercial Break in Manado (Y), particularly).

If:
$F_{value} > F_{table}$ Reject H0
$F_{value} < F_{table}$ Accept H0
    By using the level of significance of 0.05 ($\alpha = 0.05$) and degree of freedom (df) = 5; found:
    75.577 > 3.72

    Since the F_{value} is greater than F_{table}, H0 rejected and H1 is accepted, which means Sincerity (X_1), Excitement (X_2), Competence (X_3), Ruggedness (X_4) and Sophistication (X_5) influence the Advertising of KFC on Television Commercial Break in Manado (Y), simultaneously. Thereby, hypothesis 1 is accepted.

T-test
Table 5. Coefficients Coefficients[a]

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.081	.228		.354	.724
	Sincerity	.313	.067	.330	4.660	.000
	Excitement	-.195	.084	-.171	-2.339	.021
	Competence	.227	.092	.208	2.469	.015
	Ruggedness	.566	.080	.578	7.074	.000
	Sophistication	.153	.084	.146	1.819	.072

Dependent Variable: Advertising
Source: Analyzed Data, 2016

    The partial test (t-test) was conducted to identify the relation between independent variables and dependent variable partially or individually. In conducting t-test will be used table 5 above. From Table 6, it is found the t_{value} for Sincerity Factor (X_1) is 4.660 and t_{table} is 1.98 and meant that $t_{value} > t_{table} = 4.660 > 1.98$. Therefore, H0 is accepted and H1 is rejected and it means that Sincerity Factor (X_1) significantly influences the Advertising of KFC on Television Commercial Break in Manado Factor (Y). The analysis shows that generally Sincerity Factor will increase the Advertising of KFC on Television Commercial Break in Manado Factor (Y).

    From Table 6, it is found the t_{value} for Excitement Factor (X_2) is -2.339 and t_{table} is 1.98 and meant that $t_{value} < t_{table} = -2.339 < 1.98$. Therefore, H1 is accepted and H0 is rejected and it means that Excitement Factor (X_2) does not significantly influence the Advertising of KFC on Television Commercial Break in Manado Factor (Y). The analysis shows that generally Excitement Factor will not increase the Advertising of KFC on Television Commercial Break in Manado Factor (Y).

From Table 5, it is found the t_{value} for Competence Factor (X_3) is 2.469 and t_{table} is 1.98 and meant that $t_{value} > t_{table} = 2.469 > 1.98$. Therefore, H_0 is accepted and H_1 is rejected and it means that Competence Factor (X_3) significantly influences the Advertising of KFC on Television Commercial Break in Manado Factor (Y). The analysis shows that generally Competence Factor will increase the Advertising of KFC on Television Commercial Break in Manado Factor (Y).

From Table 5, it is found the t_{value} for Ruggedness Factor (X_4) is 7.074 and t_{table} is 1.98 and meant that $t_{value} > t_{table} = 7.074 > 1.98$. Therefore, H_0 is accepted and H_1 is rejected and it means that Push (Satisfaction) Factor (X_4) significantly influences the Advertising of KFC on Television Commercial Break in Manado Factor (Y). The analysis shows that generally Push (Satisfaction) Factor will increase the Advertising of KFC on Television Commercial Break in Manado Factor (Y).

From Table 5, it is found the t_{value} for (X_5) Sophistication Factor (X_5) is 1.819 and t_{table} is 1.98 and meant that $t_{value} < t_{table} = 1.819 < 1.98$. Therefore, H_1 is accepted and H_0 is rejected and it means that Sophistication Factor (X_5) does not significantly influence the Advertising of KFC on Television Commercial Break in Manado Factor (Y). The analysis shows that generally Sophistication Factor will increase the Advertising of KFC on Television Commercial Break in Manado Factor (Y).

Discussion

In the accordance with the relationship among all analyzed variables in this research, it is found that only three Brand Personality factors, which are Sincerity, Competence and Ruggedness, give the significant influence to the increasing or the decreasing of the Advertising of KFC on Television Commercial Break in Manado. It is related with the originality from its recipes, the core advantage from the company as the pioneer in the industry and the differentiated concept in foods and beverages and its service model. It is also found that one Brand Personality factor, which is Excitement, can merely contribute insignificant effect for the changing of the Advertising of KFC on Television Commercial Break in Manado and it is caused by the commonality of the advertising that is related with its products and service models with other competitors.

The part finding has concluded that the remained Brand Personality factor, which is Sophistication, give the negative impact to the Advertising of KFC on Television Commercial Break in Manado. The generalization of the brand concept on product or service becomes the cause this independent variable cannot have positive influence to the dependent variable in this research, the Advertising concept.

CONCLUSIONS AND RECOMMENDATIONS
Conclusions
1. Brand Personality factors, which are Sincerity, Excitement, Competence, Ruggedness and Sophistication, generally give the significant influence for the Advertising of KFC on Television Commercial Break in Manado;
2. Sincerity partially gives the significant influence for the Advertising of KFC on Television Commercial Break in Manado;
3. Excitement partially gives the significant influence for the Advertising of KFC on Television Commercial Break in Manado;
4. Competence partially gives the significant influence for the Advertising of KFC on Television Commercial Break in Manado;
5. Ruggedness partially gives the significant influence for the Advertising of KFC on Television Commercial Break in Manado;
6. Sophistication partially gives the significant influence for the Advertising of KFC on Television Commercial Break in Manado;

Recommendations

There are three practical recommendations that can be concluded from the overall result in this research, which is managers and employees from all KFC store brand in Manado City must:
1. Maintain and enhance the good understanding about Sincerity, Competence and Ruggedness;
2. Improve customers' understanding about Sophistication;

3. Give more consideration about Excitement; and
4. Give more concern about other influencing factors of the customers' understanding about the advertising and its contents.

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