

ABSTRAK

PENGARUH *BRAND IDENTITY, BRAND PERSONALITY, BRAND ASSOCIATION, BRAND ATTITUDE, BRAND BENEFIT AND COMPETENCE* TERHADAP MINAT BELI MAHASISWA PADA PRODUK MAYBELLINE

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Penelitian ini bertujuan untuk mengetahui: 1. Bagaimana persepsi mahasiswa di Yogyakarta tentang *Brand Identity, Brand Personality, Brand Association, Brand Attitude, Brand Benefit And Competence* serta Minat Beli produk Maybelline, 2. *Brand Identity, Brand Personality, Brand Association, Brand Attitude, Brand Benefit And Competence* berpengaruh secara simultan terhadap Minat Beli pada produk Maybelline dikalangan mahasiswa di Yogyakarta, 3. *Brand Identity, Brand Personality, Brand Association, Brand Attitude, Brand Benefit And Competence* berpengaruh secara parsial terhadap Minat Beli pada produk Maybelline dikalangan Mahasiswa di Yogyakarta. Pengumpulan data dilakukan dengan menggunakan kuesioner. Sampel yang digunakan dalam penelitian berjumlah 100 responden. Teknik analisis data yang digunakan untuk menguji hipotesis adalah regresi linier berganda, uji F dan uji t. Hasilnya menunjukkan, 1. *Brand Identity* termasuk dalam kategori familiar, *Brand Personality* termasuk dalam kategori, *Brand Association* termasuk dalam kategori unik, *Brand Attitude* termasuk dalam kategori sesuai, *Brand Benefit and Competence* termasuk dalam kategori bermanfaat, dan Minat Beli termasuk dalam kategori berminat, 2. Secara simultan *Brand Identity, Brand Personality, Brand Association, Brand Attitude, Brand Benefit and Competence* berpengaruh terhadap minat beli, 3. Secara parsial *Brand Personality, Brand Association dan Brand Attitude* berpengaruh, sementara *Brand Identity dan Brand Benefit and Competence* tidak berpengaruh terhadap Minat Beli produk Maybelline.

Kata kunci: *Brand Identity, Brand Personality, Brand Association, Brand Attitude, Brand Benefit and Competence, Minat Beli*

ABSTRACT

THE EFFECT OF BRAND IDENTITY, BRAND PERSONALITY, BRAND ASSOCIATIONS, BRAND ATTITUDES, BRAND BENEFITS AND COPETENCE STUDENTS' BUYING INTEREST ON MAYBELLINE PRODUCTS

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This study aims to identify: 1. The perception of students in Yogyakarta about Brand Identity, Brand Personality, Brand Association, Brand Attitude, Brand Benefit and Competence and Interest in Buying Maybelline Products, 2. Brand Identity, Brand Personality, Brand Association, Brand Attitude, Brand Benefit and Competence have a simultaneous effect on Buying Interest of Maybelline products among students in Yogyakarta, 3. Brand Identity, Brand Personality, Brand Association, Brand Attitude, Benefits and Competencies Brands have a partial effect on Maybelline product purchase intention among students in Yogyakarta. Data were collected using a questionnaire. The sample used in the study amounted to 100 respondents. The data analysis technique used to test the hypothesis is multiple linear regression, F and t tests. The results show that, 1. Brand Identity is included in the familiar category, Brand Personality is included in the category, Brand Association is included in the unique category, Brand Attitude is included in the appropriate category, Brand Benefit and Competence is included in the useful category, and Purchase Interest is included in the interested category. 2. Simultaneously Brand Identity, Brand Personality, Brand Association, Brand Attitude, Brand Benefit and Competence affect buying interest, 3. Partially Brand Personality, Brand Association and Brand Attitude have an effect, while Brand Identity and Brand Benefit and Competence have no effect on Interest in Buying Maybelline products.

Keywords: Brand Identity, Brand Personality, Brand Association, Brand Attitude, Brand Benefit And Competence, Purchase Interest