

**PENGARUH *BRAND PERSONALITY* DAN *BRAND LOVE*
TERHADAP *BRAND ADVOCACY* PADA *REVIEWERS*
KOSMETIK WARDAH, EMINA DAN MAKE OVER
DI FORUM FEMALE DAILY**

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang
Sarjana Pendidikan Program Studi Pendidikan Bisnis



Oleh
Mella Maulani
NIM. 1806093

**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2022**

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Oleh
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NIM 1806093

Sebuah Skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Sarjana Pendidikan Fakultas Pendidikan Ekonomi dan Bisnis

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Juli 2022


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LEMBAR PENGESAHAN

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WARDAH, EMINA DAN MAKE OVER
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Skripsi ini disetujui dan disahkan oleh:


Pembimbing I


Dr. Lili Adi Wibowo, S.Sos., S.Pd., M.M.
NIP. 19690404 199903 1 001

Pembimbing II


Drs. Girang Razati, M.Si.
NIP. 19630729 19930 2 1001

Mengetahui,
Ketua Program Studi Pendidikan Bisnis


Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.
NIP. 19820830 200502 2 003

Tanggung Jawab Yuridis
ada Pada Penulis


Mella Maulani
NIM. 1806093

PERNYATAAN KEASLIAN SKRIPSI

Dengan ini penulis menyatakan bahwa skripsi dengan judul “**Pengaruh *Brand Personality* dan *Brand Love* terhadap *Brand Advocacy* pada *Reviewers Kosmetik Wardah, Emina dan Make Over* di *Forum Female Daily*” beserta seluruh isinya adalah benar-benar karya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.**

Atas pernyataan ini saya siap menanggung resiko ataupun sanksi yang dijatuhkan kepada saya apabila adanya pelanggaran terhadap etika keilmuan dalam karya saya ini, atau ada klaim dari pihak lain terhadap keaslian karya ini.

Bandung, 7 Juli 2022
Pembuat Pernyataan

A handwritten signature in black ink, appearing to read 'Mella', is written over a yellow 10000 Indonesian postage stamp. The stamp features the Garuda Pancasila emblem and the text 'REPUBLIK INDONESIA', '10000', 'MERAI TENPEL', and 'EER 100000926'.

Mella Maulani

ABSTRAK

Mella Maulani (1806093) “**Pengaruh *Brand Personality* dan *Brand Love* terhadap *Brand Advocacy* pada *Reviewers* Kosmetik Wardah, Emina dan Make Over di Forum Female Daily**” di bawah bimbingan Dr. Lili Adi Wibowo, S.Sos., S.Pd., M.M. dan Drs. Girang Razati, M.Si.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh dari *brand personality*, *brand love* terhadap *brand advocacy* pada *reviewers* kosmetik Wardah, Emina dan Make Over. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini berjumlah 10.434 dengan sampel berjumlah 200 responden yang merupakan *reviewers* kosmetik Wardah, Emina dan Make Over yang tergabung dalam forum Female Daily dengan menggunakan teknik *simple random sampling*. Data diolah secara statistik dengan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa gambaran *brand personality*, *brand love* dan *brand advocacy* berada di kategori cukup baik. *Brand personality* dan *brand love* memiliki pengaruh positif dan signifikan terhadap *brand advocacy*. Temuan ini menunjukkan bahwa penerapan *brand personality* dan *brand love* yang dilakukan Wardah, Emina dan Make Over akan mendorong *brand advocacy* pada *reviewers* Wardah, Emina dan Make Over di forum Female Daily. Berdasarkan hasil penelitian peneliti merekomendasikan penggunaan teknologi terbaru dibidang kecantikan salah satunya penggunaan *artificial intelegent* dan melakukan inovasi produk dengan satu produk dua fungsi agar pelanggan mendapatkan manfaat lebih dari produk dan akan mudah pelanggan melakukan *brand advocacy*

Kata Kunci : *Brand Personality*, *Brand Love*, *Brand Advocacy*.

ABSTRACT

Mella Maulani (1806093), ***“The Influence of Brand Personality and Brand Love on Brand Advocacy of Wardah, Emina and Make Over Cosmetic Reviewers at Female Daily Forum”***. Under the guidance of Dr. Lili Adi Wibowo, S.Sos., S.Pd., M.M. and Drs. Girang Razati, M.Si

This study aims to obtain an overview and influence of brand personality, brand love for brand advocacy on cosmetic reviewers Wardah, Emina and Make Over. This study uses descriptive and verification methods with a quantitative approach. The population in this study was found to be 10,434 with a sample of 200 respondents who were reviewers of Wardah, Emina and Make Over cosmetics who were members of the Female Daily forum and used a simple random sampling technique. The data were statistically processed by the method of Structural Equation Modeling (SEM). The findings in this study found that the description of brand personality, brand love and brand advocacy were in the fairly good category. Brand personality and brand love have a positive and significant influence on brand advocacy. This finding shows that the application of brand personality and brand love by Wardah, Emina and Make Over will encourage brand advocacy to reviewers Wardah, Emina and Make Over in the Female Daily forum. Based on the research recommending the use of the latest technology in the field of beauty, one of which is the use of artificial intelligence and product innovation with one product, two functions so that customers get more benefits from the product and it will be easier for customers to advocate for brands.

Keywords : Brand Personality, Brand Love and Brand Advocacy

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Penulis menyadari penulisan skripsi ini tidak masih memiliki kekurangan, sehingga saran serta kritik dapat menjadi bahan evaluasi pada penulisan selanjutnya. Skripsi ini penulis kerjakan dengan seoptimal mungkin berserta harapan akan dapat memberikan manfaat serta sumbangsih bagi kemajuan dunia pemasaran terutama dalam *brand management* dan pendidikan.

Bandung, 7 Juli 2022

Penulis
Mella Maulani

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