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**PENGARUH ADVERTISING DAN BRAND PERSONALITY
TERHADAP BRAND EQUITY
(Survei pada *Followers Instagram Personal Care Marina*
di Indonesia)**

SKRIPSI

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



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UNIVERSITAS PENDIDIKAN INDONESIA
2023**

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Sebuah Skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
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Universitas Pendidikan Indonesia
Maret 2023

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BRAND EQUITY
(Survei pada *Followers* Instagram *Personal Care* Marina di Indonesia)**

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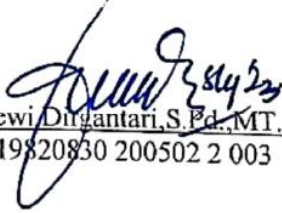
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PERNYATAAN KEASLIAN SKRIPSI

Dengan ini penulis menyatakan bahwa skripsi dengan judul “**Pengaruh Advertising dan Brand Personality terhadap Brand Equity (survei pada Followers Instagram Personal Care Marina di Indonesia)**” 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, 2 Maret 2023
Pembuat Pernyataan



Femmy Hardyanti Safarah

ABSTRAK

Femmy Hardyanti Safarah (1805033) “**Pengaruh Advertising dan Brand Personality terhadap Brand Equity (survei pada Followers Instagram Personal Care Marina di Indonesia)**” di bawah bimbingan Dr. Bambang Widjajanta, MM. dan Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.

Penelitian ini bertujuan untuk memperoleh gambaran dari *advertising*, *brand personality* dan *brand equity* serta pengaruh dari *advertising* dan *brand personality* terhadap *brand equity* pada *followers* Instagram *personal care* Marina di Indonesia. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Sampel yang digunakan pada penelitian ini berjumlah 200 responden yang merupakan konsumen *personal care* Marina di Indonesia yang tergabung ke dalam *followers* Instagram *personal care* Marina. Teknik analisis yang digunakan pada penelitian ini yaitu menggunakan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menyatakan bahwa gambaran *advertising*, *brand personality* dan *brand equity* berada pada kategori baik. *Advertising* memiliki pengaruh yang positif dan signifikan terhadap *brand equity*. *Brand personality* yang berpengaruh terhadap *brand equity* secara positif dan signifikan. Kemudian, *advertising* dan *brand personality* berpengaruh secara positif dan signifikan terhadap *brand equity*. Temuan ini menunjukkan bahwa *advertising* dan *brand personality* akan mendorong terciptanya dan meningkatnya *brand equity*.

Kata Kunci: *Advertising, Brand Personality dan Brand Equity*

ABSTRACT

Femmy Hardyanti Safarah (1805033) "*The Influence of Advertising and Brand Personality on Brand Equity (survey of Instagram Personal Care Marina Followers in Indonesia)*" under the guidance of Dr. Bambang Widjajanta, MM. and Dr. Puspo Dewi Dirgantara, S.Pd., MT., MM.

This study aims to obtain an overview of advertising, brand personality and brand equity as well as the effect of advertising and brand personality on brand equity among Marina personal care Instagram followers in Indonesia. This research uses descriptive and verification methods with a quantitative approach. The sample used in this study was 200 respondents who are Marina personal care consumers in Indonesia who are members of Marina's Instagram personal care followers. The analysis technique used in this study is the Structural Equation Modeling (SEM) method. The findings in this study state that the description of advertising, brand personality and brand equity are in the good category. Advertising has a positive and significant influence on brand equity. Brand personality that influences brand equity positively and significantly. Then, advertising and brand personality have a positive and significant effect on brand equity. These findings indicate that advertising and brand personality will encourage the creation and increase of brand equity.

Keywords: Advertising, Brand Personality and Brand Equity

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Skripsi ini disusun penulis dengan sebaik dan seoptimal mungkin dengan harapan dapat mendatangkan manfaat juga memberi sumbangsih yang berarti bagi kemajuan dunia pemasaran dan pendidikan. Dalam penyusunan skripsi ini, penulis mengalami kesulitan dan penulis menyadari dalam penulisan skripsi ini masih jauh dari kesempurnaan. Untuk itu, penulis sangat mengharapkan kritik dan saran yang membangun demi kesempurnaan skripsi ini. Akhir kata, penulis mengucapkan terima kasih.

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