Brand Personality as a Predictor of Consumer Brand Relationship

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Abstract: The main idea of this paper is to investigate three dimensions of brand personality, which are excitement, sincerity and ruggedness to predict CBR constructs which comprise of brand love, brand trust and brand loyalty. Convenience sampling method was utilized, in which the respondents are one of soft drink brand's consumers based in Jakarta. All data were then gathered through an online survey. In total, 312 participants responded to the survey. Structural equation modelling (SEM), specifically partial least square (PLS) was employed to analyze the data. The results of the data analysis indicate that sincerity, excitement and ruggedness brand personality serve as the positive and significant predictors towards brand trust, brand love and brand loyalty. Both thetheoretical and practical contributions are discussed in this study.

Keywords: brand trust, brand personality, brand love, brand loyalty.

Abstrak: Tujuan penelitian ini adalah untuk menginvestigasi tiga dimensi *brand personality*, yaitu *sincerity*, *excitement*, dan *ruggedness* untuk memprediksi konstruk CBR, seperti *brand trust*, *brand love* dan *brand loyalty*. Penelitian ini menggunakan metode *convenience sampling* terhadap konsumen salah satu merek minuman soda yang berdomisili di Jakarta. Data dikumpulkan dengan menggunakan survei secara *online* dan terkumpul sebanyak 312 responden. Teknik analisis data yang digunakan adalah *Partial Least Square Structural Equation Modelling* (PLS-SEM). Hasil dari penelitian ini menunjukkan bahwa *sincerity*, *excitement* dan *ruggedness brand personality* merupakan predictor yang positif dan signifikan terhadap *brand trust*, *brand love* dan *brand loyalty*. Kontribusi teoritikal dan praktikal juga dibahas pada penelitian ini.

Kata Kunci: brand trust, brand personality, brand love, brand loyalty.

INTRODUCTION

Consumer brand relationship (CBR) is a psychological bond between a consumer and a brand (Fournier, 1998). CBR was first introduced to the academic world between 1990-1999. Since the 2000s, CBR has been a popular research variable in the marketing literature. According to (Reichheld et al., 2000), CBR is crucial for the profitability of a company. A strong CBR is believed to provide benefits for companies in a way of reducing the company's marketing costs, attracting new customers, and increasing both the equity and customer loyalty toward the brand (Smit et al., 2007). Past research introduced several

concepts, theories, and perspectives to explain and understand consumers' relationship with a brand, for instance, brand attachment (Louis and Lombart, 2010), brand authenticity (Fritz et al., 2017), brand commitment (Ramaseshan and Stein, 2014), brand love (Albert and Merunka, 2013), brand loyalty (Su and Tong, 2015), and brand trust (Mollinilo et al., 2017).

Several factors influence brand trust, brand love, and brand loyalty. Brand trust could be influenced by brand personality (Mollinilo et al., 2017), satisfaction (Menidjel et al., 2017), brand experience (Ramaseshan and Stein, 2014), brand logo identification, and brand logo benefit (Japutra et al., 2015). It has been shown that brand trust plays a great role on motivating customers to engage in transactional activities with the company (Keni, 2020). Brand love could be affected by brand trust, brand commitment, brand identification (Albert and Merunka, 2013), brand personality (Ismail and Spinelli, 2012), and brand image (Bambang et al., 2017). The expected result of improving brand love is emotional connection between customer and the brand (Putra & Keni, 2020) that will deepen the bond between both parties. Meanwhile, brand loyalty could be affected by brand personality (Mollinilo et al., 2017), brand experience (Brakus et al., 2009), and brand image (Bambang et al., 2017). Earning brand loyalty is an essential aspect for a firm as it illustrates the firm's reputation and its customers' awareness on the benefits of the products that the firm offers (Keni and Callista, 2021).

Brand personality itself could be understood as some sets of aspects or characteristics which are closely related to a brand (Aaker, 1997). Fundamentally speaking, brand personality serves as one of the most significant and prominent role toward building a close consumer-brand relationship (Su and Tong, 2015). In 1997, Aaker invented the brand personality scale (BPS) consisting of five dimensions, which are sincerity, excitement, competence, sophistication, and ruggedness to explain the personality of a brand. According to (Ha, 2016), excitement has a significant impact on both the customer's trust and loyalty toward a brand. (Anggraeni and Rachmanita, 2015) added that excitement also has a significant and positive effect toward customers' love on certain brand. Meanwhile, sincerity also revealed to have a positive and significant effect on brand loyalty (Su and Tong, 2015), trust (Ha, 2016), and consumers' love toward a brand (Bambang et al., 2017). Furthermore, ruggedness was also revealed to have a significant impact on brand loyalty (Brakus et al., 2009), brand love (Bambang et al., 2017), and brand trust (Ramaseshan and Stein, 2014). This contradicts (Su and Tong, 2015) who stated that ruggedness of brand personality has no influence on brand loyalty.

Despite previous studies on brand personality and consumer brand relationship, researchers found that the results of previous studies contradict each other. In addition, most previous researchers treated brand personality variable as a unitary dimension. In fact, each dimension which together forms brand personality certainly has different influences. Therefore, the main idea of this research is to further understand whether sincerity, excitement and ruggedness of brand personality could predict brand trust, brand love and brand loyalty. Furthermore, all of the results obtained in this study are expected to enlighten marketing managers on how much brand personality influences consumer brand relationships, that it can be used as a basis for making decisions for future marketing strategies to be more efficient and precise.

THEORETICAL REVIEW

Triangular Theory of Love. Triangular theory of love is a theory which was proposed by Sternberg, in which such theory argue there are three components which comprise the triangle of love, which are passion, intimacy, and commitment. Intimacy could be understood as a feeling of being close, connected, and attachment to someone or something within the relationships of love, while Passion could be understood as certain impulses which could generate physical attraction, romance, sexual consummation, and the other phenomena within the context of loving relationships. Meanwhile, commitment, could be defined as people's decision to give their love to someone or something.

Attachment Theory. Attachment theory illustrates someone's tendency to build a strong bond with someone or something. This theory was first put forward by (Ainsworth and Bowlby, 1991). According to Bowlby (1980, in Paulssen, 2004) the quality of a person's relationship when he/she was a child will affect "internal working models" as well as the expectations and perceptions of other relationships later. There are three types of attachment style in attachment theory, namely secure, anxious, and avoidance attachment style.

Brand Personality (BP). (Aaker, 1997) defined brand personality as a group of people's characteristics which could be associated with a certain brand. Furthermore, (Aaker, 1997) also stated that there are a total of 42 traits which could be related or attached to a brand. Furthermore, similar concept had also been stated by (Louis and Lombart, 2010) and (Ha, 2016) who argue that the personality of a brand includes all traits which we were mainly used to characterize an individual, in which such traits were further associated with a brand. (Ha, 2016) further explains that such traits or characteristics could be both directly or indirectly related and associated with a brand.

Brand Trust (BT). Brand trust serves as an important construct in the field of relational marketing. (Chaudhuri and Holbrook, 2001) defined brand trust is consumers' willingness to rely and put their belief on the brand's ability to perform in accordance with what the customers are expecting from the brand, in which, such ability plays an important indicator in helping the companies to cope with uncertain business situation. Moreover, (Yague-Guillen et al., 2003) also defined brand trust as the consumers' confidence toward the reliability of a brand in fulfilling consumers' demand. Meanwhile, (Xingyuan et al., 2010) defined brand trust as consumer's disposition towards a brand, in which such disposition was characterized by the positive thoughts or expectation that consumers had toward the brand. Based on the above set of definitions, it can be concluded that brand trust could be understood as some beliefs that consumers had on a brand's ability to carry out its functions properly, which was characterized by the expectations that consumers had toward the brand.

Brand Love (BL). Brand love could be understood as consumers' attitude toward a certain brand which strongly related to the consumers' ability to feel, think and behave toward the brand (Anggareni and Rachmanita, 2015). Moreover, (Bergkvist and Bech-Larsen, 2010) define brand love as undirectional relationships where there're no expectations by consumers to feel a strong level of intimacy with a brand. In the other hand, (Carroll and

Ahuvia, 2006) stated that brand love could be understood as a specific feeling that consumer had toward certain brand.

Brand Loyalty (BLT). (Lin, 2010) defined brand loyalty is a form of consumer behaviour which dealt with the purchase process conducted on certain brands. Furthermore, (Assael Lin, 2010) also defined brand loyalty as the consumers' behaviour to repeat their purchase toward certain brand in the future based on the experiences that they had toward the brand. In a similar manner, (Oliver, 1999) also define brand loyalty as consumers' strong willingness to re-patronize a product in the future from the same company, no matter how strong the marketing efforts performed by the competitors in promoting similar products. Thus, it could be concluded that brand loyalty could be understood as a strong willingness from consumers to make purchases or recommend a similar brand in the future, because these consumers are satisfied with previous experience.

The Relationship between Brand Personality and Brand Trust. Several previous studies support the relationship which occur between brand personality and brand trust. (Ha, 2016) explained that sincerity and excitement brand personality positively affected brand trust, despite for the fact that the influence of these two dimensions grows weaker over time. (Ha, 2016) further added a strong sense of brand personality could lead to a strong sense of brand trust as well. The results of the study are in line with (Sung and Kim, 2010) who similarly try to determine the relationship between brand trust, brand personality, and brand affect. And based on the results obtained in the study, it was found out that sincerity, excitement and ruggedness of brand personality has a significant and positive effect on brand trust.

In accordance with the results of the previous studies above, the hypotheses proposed in this study are as follows:

H1a: Sincerity brand personality are positive predictors of brand trust.
H1b: Excitement brand personality are positive predictors of brand trust.
H1c: Ruggedness brand personality are positive predictors of brand trust.

The Relationship between Brand Personality and Brand Love. (Bambang et al., 2017) have examined the effect which occur between brand image, brand personality, and brand experience on brand love and brand loyalty. The result indicates that sincerity, excitement, and brand personality ruggedness has an impact on brand love. According to (Bambang et al., 2017), this indicates that if consumers possess high level of brand personality, then their love for the product will be even higher. The results of this study are supported by (Roy et al., 2016) that sincerity and brand personality excitement play an important role in building brand love. In accordance with the results of the previous studies above, the hypotheses proposed in this study are as follows:

H2a: Sincerity brand personality are positive predictors of brand love.
H2b: Excitement brand personality are positive predictors of brand love.
H2c: Ruggedness brand personality are positive predictors of brand love.

The Relationship between Brand Personality and Brand Loyalty. According to (Su and Tong, 2015), sincerity has a significant influence on consumers' loyalty toward a brand. Furthermore, (Brakus et al., 2009) along with (Bambang et al., 2017) also stated that sincerity, excitement, and ruggedness has a positive and significant effect on brand loyalty. In this case, such results were also in line with (Roy et al., 2016) and (Ha, 2016) who found out that both sincerity and excitement have a positive impact toward consumers' loyalty on a brand. Another Research on brand personality and brand loyalty have also been conducted by (Sung and Kim, 2010). The result is that brand personality could affect consumer views of a brand, which could ultimately build a higher level of brand loyalty. In accordance with the results of the previous studies above, the hypotheses proposed in this study are as follows:

H3a: Sincerity brand personality is a positive predictors of brand loyalty.
H3b: Excitement brand personality is a positive predictors of brand loyalty.
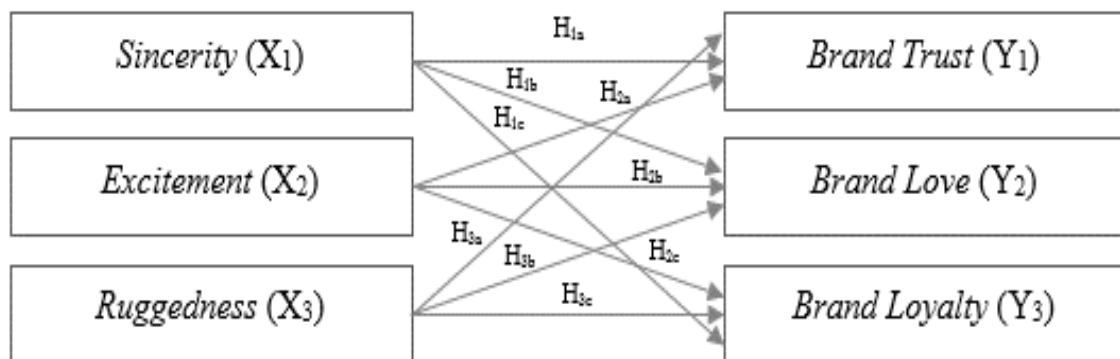**H3c**: Ruggedness brand personality is a positive predictors of brand loyalty.

Figure 1. Research Model
Source: Author's Personal Conception (2018)

METHODS

Measures. Questionnaires were used in in order to collect the data from the samples, and were distributed online via Google form. To measure the variables in this study, a total of 30 indicators were adapted from previous studies.

A total of 11 indicators were adapted from (Ramaseshan and Stein, 2014) to represent Sincerity Brand Personality (a total of 4 (four) indicators), Excitement Brand Personality (a total of 4 (four) indicators), and Ruggedness Brand Personality (a total of 3 (three) indicators). A total of 5 (five) indicators representing Brand Trust were derived from (Ramaseshan and Stein, 2014) and (Mishra *et al.,* 2014). Furthermore, a total of 7 (seven) indicators each were adapted from (Ismail and Spinelli, 2012) to represent Brand Love and (Ramaseshan and Stein, 2014) to represent Brand Loyalty. Table 1 shows the measurements of each variable and its source.

Table 1. Variable and Measurement

Variable	Item	Indicator	Scale	Reference
Sincerity Brand Personality (X_1)	SBP1	Down to earth	Interval	(Ramaseshan and Stein, 2014)
	SBP2	Honest		
	SBP3	Wholesome		
	SBP4	Cheerful		
Excitement Brand Personality (X_2)	EBP1	Daring	Interval	(Ramaseshan and Stein, 2014)
	EBP2	Spirited		
	EBP3	Imaginative		
	EBP4	Up to date		
Ruggedness Brand Personality (X_3)	RBP1	Masculine	Interval	(Ramaseshan and Stein, 2014)
	RBP2	Outdoorsy		
	RBP3	Tough		
Brand Trust (Y_1)	BT1	I trust this brand	Interval	(Ramaseshan and Stein, 2014)
	BT2	I rely on this brand		
	BT3	This brand is safe		
	BT4	This brand offers products with constant quality levels		(Mishra et al., 2014)
	BT5	This brand values me as a consumer		
Brand Love (Y_2)	BL1	This is a wonderful brand	Interval	(Ismail and Spinelli, 2012)
	BL2	This brand makes me feel good		
	BL3	This brand is totally awesome		
	BL4	This brand makes me very happy		
	BL5	I love this brand		
	BL6	This brand is a pure delight		
	BL7	I'm very attached to this brand		
Brand Loyalty (Y_3)	BLT1	I intend to keep purchasing this brand	Interval	(Ramaseshan and Stein, 2014)
	BLT2	I usually purchase this brand instead of other brands that offer similar products		
	BLT3	I would be willing to pay a higher price for this brand over other brands		
	BLT4	I am dedicated to this brand		
	BLT5	I say positive things about this brand to other people		
	BLT6	I would recommend this brand to friends		
	BLT7	I would recommend this brand to family		

Interval scale is used in the form of a 5-point Likert scale where point 1 (one) indicates "Strongly Disagree" and point 5 (five) indicates "Strongly Agree".

Sample and Procedure. This research is a descriptive cross sectional study, which means research on the samples in the population was only conducted in one study period. All respondents should have fulfilled the following criteria: those who have consumed particular soda brand for the past 6 months and living in Jakarta. All of the respondents were chosen using the convenience sampling technique to ensure that data collection can be done

easily and quickly. In total, 312 respondents joined this study. However, only 243 respondents who fulfilled the criteria needed. After conducting further assessment, a total of 43 respondents were not included in the study since a lot of data are outliers, leaving 200 respondents as final data.

From a total of 200 respondents, it was revealed that a total of 108 respondents (54%) are women, while the rest are men (92 respondents or 46% of the total respondents). The majority of respondents are domiciled in West Jakarta, with a total of 123 respondents (62%), followed by North Jakarta with 25 respondents (12%), Central Jakarta with 20 respondents (10%), East Jakarta with 17 respondents (8%), and South Jakarta with 15 respondents (8%). Furthermore, most of the respondents are students (139 respondents or 69% of the total respondents) and that most of the respondents had expenditures of Rp 1,000,000-3,000,000 / month (94 respondents or 47% of the total respondents).

RESULTS

This study used PLS data analysis techniques, where the analysis is divided into two, namely the outer model and the inner model. Outer model is a measurement to evaluate the relationship between variable indicators and the constructs used in the study. Meanwhile, the inner model analysis is needed to determine the relationship between variables in the study (Hair et al., 2014).

All data were analyzed using variance-based partial least squares (PLS-SEM) with the help of Smart PLS 3 software.

Outer Model Analysis. In a study, the data used should meet two main requirements, which are valid and reliable. Thus, outer model analysis was carried out to ensure that the model and data used in this study met the requirements.

The validity test is conducted to determine whether the indicators and research variables are valid or not. If the statements in the questionnaire are able to represent or explain everything that is going to be measured in the research through the questionnaire itself, then it is valid.

In this case, validity can be measured using convergent validity and discriminant validity. According to (Hair et al., 2014), the data is declared valid using convergent validity if each item has an outer loadings value above 0.70 and an AVE value of 0.5 or more. While discriminant validity can be analyzed using the Fornell and Larcker method or looking at the value of cross loadings. (Garson, 2016) states, with the Fornell-Larcker method, data is considered valid if the AVE square root value of each construct is greater than the correlation with other latent variables.

Reliability test is an analysis that aims to determine how consistently an instrument can measure what is being measured (Sekaran and Bougie, 2013). In this study, the reliability test was carried out using composite reliability and cronbach's alpha. If the data has a composite reliability value above 0.70 (Garson, 2016) and Cronbach's alpha above 0.60 (Hussein, 2015), then the data is declared reliable.

Based on the results of the outer model analysis, 9 indicators did not pass the minimum requirements. Therefore, those indicators were omitted, leaving 21 indicators as follows.

Table 2. Convergent Validity Test Results

Variable	Item	Factor Loadings	AVE
Sincerity Brand Personality	SBP2	0,854	0,744
	SBP3	0,870	
Excitement Brand Personality	EBP1	0,846	0,674
	EBP2	0,859	
	EBP4	0,754	
Ruggedness Brand Personality	RBP1	0,865	0,677
	RBP2	0,754	
	RBP3	0,845	
Brand Trust	BT1	0,851	0,693
	BT2	0,860	
	BT3	0,785	
Brand Love	BL1	0,760	0,603
	BL2	0,755	
	BL3	0,768	
	BL4	0,785	
	BL5	0,812	
Brand Loyalty	BLT1	0,707	0,618
	BLT4	0,737	
	BLT5	0,812	
	BLT6	0,830	
	BLT7	0,836	

Table 3. Discriminant Validity Test Results

	SBP	RBP	EBP	BT	BLT	BL
SBP	**0,863**	0,487	0,468	0,648	0,567	0,560
RBP		**0,823**	0,624	0,531	0,591	0,640
EBP			**0,821**	0,534	0,555	0,602
BT				**0,833**	0,656	0,712
BLT					**0,786**	0,719
BL						**0,776**
BL						**0,776**

Table 4. Reliability Test Results

Variable	Composite Reliability	Cronbach's Alpha
Sincerity Brand Personality	0,853	0,656
Excitement Brand Personality	0,861	0,756
Ruggedness Brand Personality	0,862	0,762
Brand Trust	0,871	0,778
Brand Love	0,883	0,844
Brand Loyalty	0,890	0,835

The result shown on Table 2, 3, and 4 respectively indicated that all variables and indicators left in this study are valid for use. The six variables used in this study were also stated to be reliable for having composite reliability value above 0.70 (Garson, 2016) and cronbach's alpha value above 0.60 (Hussein, 2015).
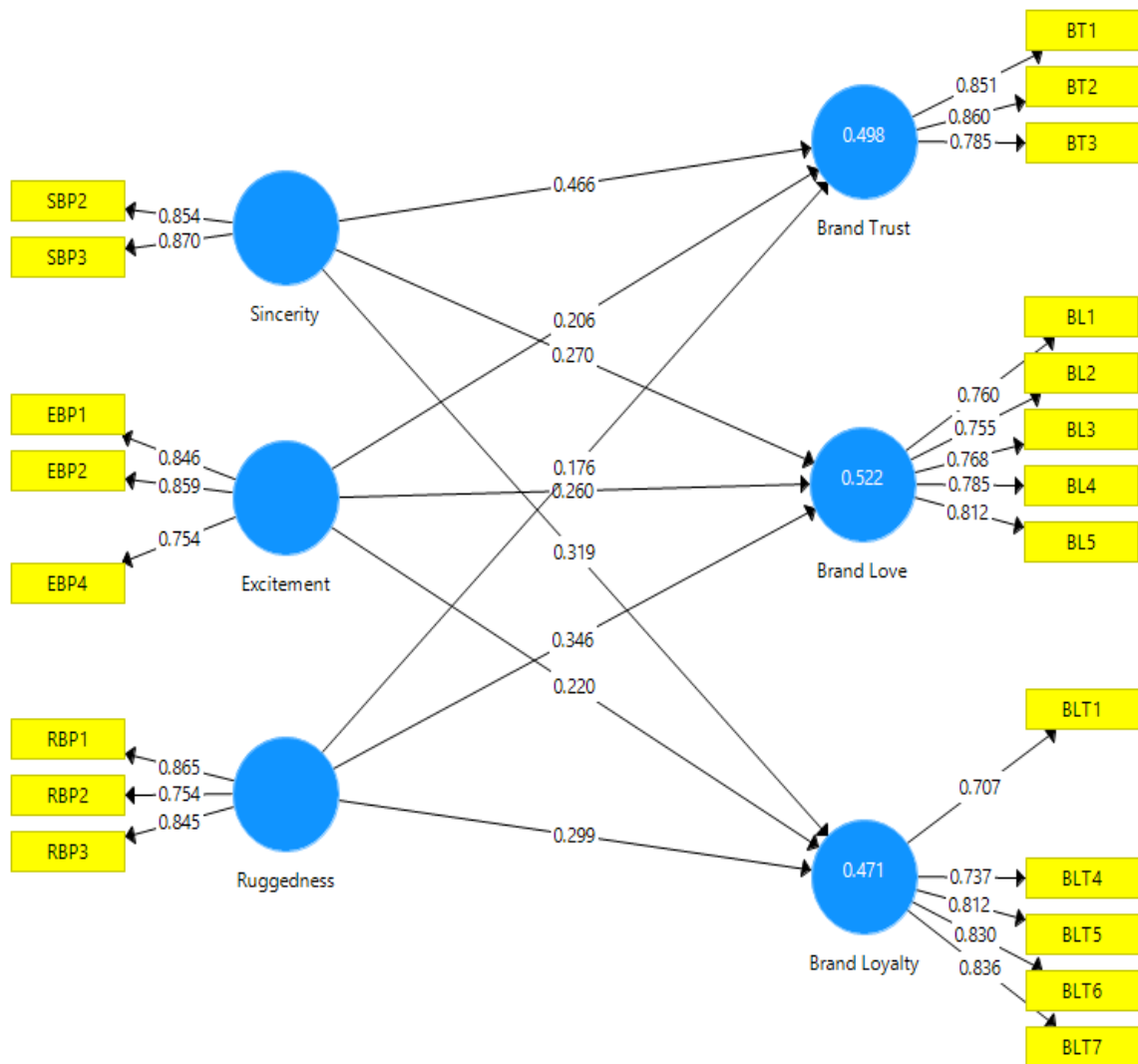
Figure 2. PLS Algorithm Results

Inner Model Analysis and Hypothesis Testing. Since all the variables and indicators used in the study have met the valid and reliable requirements, then inner model analysis can be conducted further. The main idea of the inner model analysis is to determine the relationships between variables in the study (Hair *et al.*, 2014). Several criteria which were utilized are: The Coefficient of Determination (R^2), The Cross-validated Redundancy (Q^2), Path Coefficients, and The Effect Size (f^2).

Furthermore, hypothesis testing or bootstrapping was conducted using a 95% confidence level. This test is performed to determine whether the independent variable can partially predict the dependent variable significantly. The criteria used in this test are as follows: (1) If the t statistical value is greater than 1.96 and the p value does not exceed 5%, then the hypothesis is not rejected. That is, the independent variable is a significant predictor of the dependent variable. (2) If the t statistical value does not exceed 1.96 and the p value is greater than 5%, then the hypothesis is rejected. That is, the independent variable is not a significant predictor of the dependent variable.

R^2 is used to measure how much the sincerity, excitement, and ruggedness brand personality variables can explain brand trust, brand love, and brand loyalty variables. Brand trust has an R^2 of 0.505, which means 50.5% of the brand trust variable can be explained by the sincerity, excitement, and ruggedness brand personality variables, while the remaining 49.5% can be explained by other variables outside the study. Brand love has an R^2 of 0.529, while brand loyalty has an R^2 of 0.479. Then, the results of the Q^2 value analysis are as follow: 0.323 for brand trust, 0.294 for brand love, and 0.273 for brand loyalty. Thus, endogenous constructs are declared relevant to predict research models because their Q^2 values are greater than 0 (Hair *et al.*, 2014).

Table 5. Path Coefficient Analysis

Path Analysis	Coefficients	P Values	Results
Sincerity → Brand Trust	0,466	0,000	Significant Relationship
Excitement → Brand Trust	0,206	0,002	Significant Relationship
Ruggedness → Brand Trust	0,176	0,012	Significant Relationship
Sincerity → Brand Love	0,270	0,000	Significant Relationship
Excitement → Brand Love	0,260	0,000	Significant Relationship
Ruggedness → Brand Love	0,346	0,000	Significant Relationship
Sincerity → Brand Loyalty	0,319	0,000	Significant Relationship
Excitement → Brand Loyalty	0,220	0,000	Significant Relationship
Ruggedness → Brand Loyalty	0,299	0,000	Significant Relationship

Table 5 shows the three equations in this study, namely 1) BT = 0.466 SBP + 0.206EBP + 0,176RBP, 2) BL = 0.270 SBB + 0.260EBP + 0.345RBP, and 3) BLT = 0.319 SBB + 0.220EBP + 0.299RBP. For brand trust variable, sincerity brand personality has the largest contribution with path coefficients of 0.466, followed by excitement brand personality with path coefficients of 0.206, and ruggedness brand personality with path coefficients of 0.176. Thus, sincerity, excitement, and ruggedness brand personality have a positive relationship direction with brand trust.

For brand love variable, the biggest contribution was given by ruggedness brand personality with path coefficients of 0.345, followed by sincerity brand personality with path coefficients of 0.270, and excitement brand personality with path coefficients of 0.260. Similar to the result of brand trust, the three independent variables in this study, namely sincerity, excitement, and ruggedness brand personality, have a positive relationship with brand love.

It turns out that brand personality also has the largest contribution to the variable brand loyalty with path coefficients of 0.319, followed by ruggedness brand personality with path coefficients of 0.299, and finally excitement brand personality with path coefficients of 0.220. Thus, sincerity, excitement, and ruggedness brand personality have a positive relationship direction with brand loyalty.
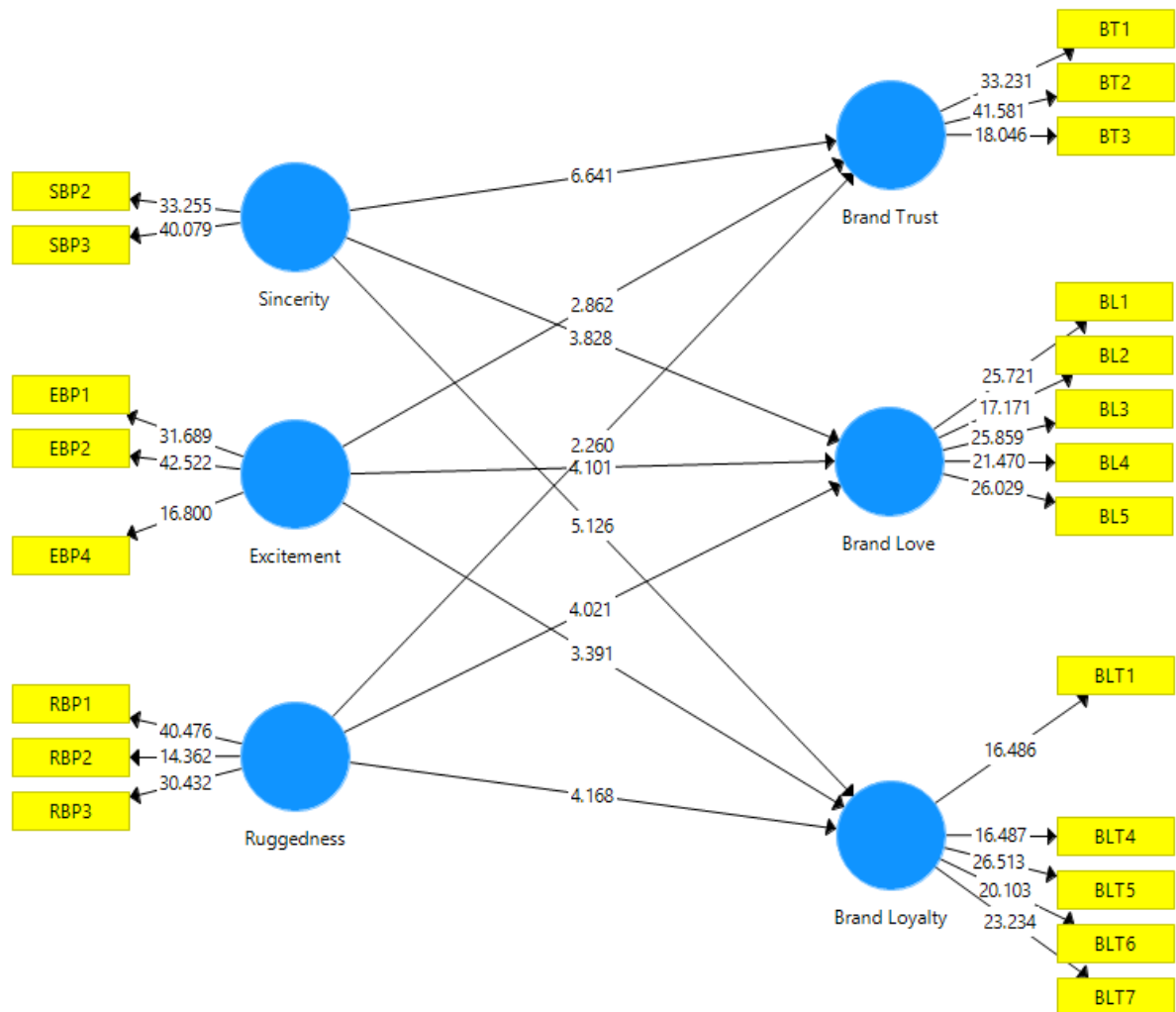
Figure 3. Bootstrapping Results

Based on the explanation above, it can be concluded that all independent variables in the study, both sincerity, excitement, and ruggedness of brand personality, have a positive relationship with all the dependent variables in the study, namely brand trust, brand love, and brand loyalty.

Table 6. Hypothesis Testing Results

	Hypothesis	**T Statistics**	**Results**
H1a	Sincerity brand personality are positive predictor of brand trust	6,641	**H1a Supported**
H1b	Excitement brand personality are positive predictor of brand trust	2,862	**H1b Supported**
H1c	Ruggedness brand personality are positive predictor of brand trust	2,260	**H1c Supported**
H2a	Sincerity brand personality are positive predictor of brand love	3,828	**H2a Supported**

H2b	Excitement brand personality are positive predictorsof brand love	4,101	**H2b Supported**
H2c	Ruggedness brand personality are positive predictor of brand love	4,021	**H2c Supported**
H3a	Sincerity brand personality is a positive predictor of brand loyalty	5,126	**H3a Supported**
H3b	Excitement brand personality is a positive predictor of brand loyalty	3,391	**H3b Supported**
H3c	Ruggedness brand personality is a positive predictor of brand loyalty	4,168	**H3c Supported**

Based on Table 6, sincerity, excitement, and ruggedness brand personality variables have statistical t value of 6.641, 2.862, 2.260 respectively and p value of 0.000, 0.002, 0.012. The t statistical value is greater than 1.96, while the p value does not exceed 5%. Thus, H1a, H1b, and H1c are not rejected, sincerity, excitement, and ruggedness brand personality are positive predictors of brand trust.

Table 6 also shows that sincerity, excitement, and ruggedness brand personality variables have statistical t value of 3.828, 4.101, 4.021 and a p value of 0.000. The t statistical value is greater than 1.96, while the p value does not exceed 5%. Thus, H2a, H2b, and H2c are not rejected, sincerity, excitement, and ruggedness brand personality are positive predictors of brand love.

Furthermore, table 6 also shows that sincerity, excitement, and ruggedness brand personality variable have statistical t value of 5.126, 3.391, 4.168 and a p value of 0.000. The t statistical value is greater than 1.96, while the p value does not exceed 5%. Thus, H3a, H3b, and H3c are not rejected, sincerity, excitement, and ruggedness brand personality are positive predictors of brand loyalty.

Based on the explanation above, it can be concluded that the three hypotheses in this study were not rejected. All independent variables in the study can predict positively all the dependent variables in the study.

Effect size testing was conducted to find out how influential certain variables are if they are not included in the research model. The results show that sincerity has the greatest effect on brand trust (0.315) and brand loyalty (0.140). While the variable ruggedness has the greatest effect on brand love (0.143). In addition, a goodness of fit (GoF) test was also performed to illustrate how much the dependent variable can predict the whole model. The calculation results show that the model used in this study has a GoF value of 0.5763, which is substantial according to (Wetzels et al., 2009).

DISCUSSION

The result of first hypothesis testing is that sincerity, excitement, and ruggedness of brand personality are positive predictors of brand trust. Thus, H1 was not rejected. This result is in line with the research of (Sung and Kim, 2010). Sincerity portrays honesty in quality, product simplicity, and cheerfulness. (Sung and Kim, 2010) argue that brands perceived as having sincere brand personality characteristics tend to possess high level of brand trust due to consumers' perceptions of brand sincere personality characteristics being antecedents that are vital for brand trust. (Rampl and Kenning, 2014) added that brand personality sincerity can affect brand trust because consumers feel safe when consuming

these products. In this study, honesty in the quality of a particular brand of soda was also evident from the result of the questionnaire where the majority of respondents agreed with the statement "brand X is an honest brand". This brand honesty fosters the trust of their consumers, especially in the Jakarta area. Thus, the stronger the perceived brand personality sincerity, the higher the level of brand trust.

On the other hand, excitement portrays a brand that is fun, unique, youthful, and up to date. In terms of promotion, this particular brand of soda is considered up to date. 62 out of 200 respondents in the study agreed with the statement. This brand often utilize existing digital trends to attract consumers' attention. Such strategy can build brand personality excitement and increase brand trust of the consumers. Thus, the stronger the perceived brand personality is, the higher the level of brand trust is. This is also supported by (Ha, 2016) which showed that brand personality excitement has a positive relationship with brand trust. Ruggedness alone is associated with hardy or tough personality. Rugged situations are often associated with sports and other dangerous activities. The frequency of a brand of soda sponsor such large events resulted in consumers perceiving the brand as rugged and reliable in all conditions. Thus, the stronger the perceived brand personality ruggedness, the higher the brand trust.

In testing the second hypothesis, H2 is not rejected. Thus, brand personality sincerity, excitement, and ruggedness are positive predictors of brand love. This result is in line with research by (Bambang et al., 2017), (Roy et al., 2016), and (Anggraeni and Rachmanita, 2015). (Bambang et al., 2017) stated that sincerity, excitement, and ruggedness of brand personality have an influence on brand love. In terms of sincerity, brands that are considered honest and useful play an important role in forming consumer-brand relationships because they can develop brand love. This is further reinforced by the questionnaire result stating that the majority of respondents agreed with the statement "brand X is a good brand". A good and capable brand, while being honest and useful will develop a strong brand love. Thus, the stronger the perceived brand personality sincerity, the higher the brand love. In addition, one reason why brand personality is considered important for marketers is because brand personality is considered an effective and efficient way to differentiate one brand from another. From the questionnaire results, several soda consumers in Jakarta argued that one particular brand of soda studied had a unique, creative, and innovative taste. These adjectives represent the dimension of excitement.

Consumers who consider themselves unique, creative, or innovative can utilize the brand as a medium for expressing themselves. If the consumer's character is associated with said brand, then there is a tendency for consumers to love the brand. This is supported by (Anggraeni and Rachmanita, 2015) that consumers have a tendency to purchase something that suits their personality. Thus, the stronger perceived brand personality excitement is, the higher the brand love. In terms of ruggedness, hardy and tough consumer personality also tend to love the brand, because the brand can describe their personalities well. Thus, the stronger the perceived brand personality ruggedness, the higher the brand love.

Finally, the results of testing the third hypothesis stated that sincerity, excitement, and ruggedness of brand personality are positive predictors of brand loyalty. This result is in accordance with the research of (Brakus et al., 2009) and (Bambang et al., 2017). Brand loyalty is an important asset for a brand, as well as honesty. Honesty in brand quality can bring loyal consumers. This is supported by research of (Su and Tong, 2015) that brand personality sincerity has an influence on brand loyalty. Thus, the stronger the perceived

brand personality sincerity, the higher the brand loyalty. In terms of excitement, a brand with a unique logo and bottle design can build brand personality excitement. According to (Sung and Kim, 2010), brand personality can grow stronger and clearer if the personality is maintained consistently over time. One brand of soda that has been researched has proven so for the past few decades. Thus, the stronger the perceived brand personality excitement, the higher the brand loyalty. This statement is supported by the research of Roy, (Khandeparkar and Motiani, 2016) that brand personality excitement has a positive effect toward brand loyalty, while brand personality ruggedness is also proven to predict brand loyalty. This result is in accordance with the research of (Sung and Kim, 2010). Thus, the stronger the perceived brand personality ruggedness, the higher the brand loyalty.

CONCLUSION

Brand personality is proven to predict brand trust, brand love and brand loyalty. Therefore, researchers suggest that soda brands emphasize the three dimensions of brand personality and values they possess in each marketing activity carried out so as to build a closer relationship between the brand and consumers. One way is by conducting marketing activities that are honest, brave, passionate, masculine, and tough. Researchers also suggest that the personality conveyed by the company should be in accordance with the personality of the consumer. This can be overcome by conducting market research before carrying out marketing activities.

Finally, researchers suggest that brands can develop a communication strategy without a gap between consumer perception and what the company wishes to convey about the brand personality of the brand itself, because so far the community considers that one of the brands of soda studied is considered honest.

For other researchers, it is recommended to use other variables outside this research to explain consumer brand relationships more comprehensively, expand the reach of research and increase the number of respondents by paying attention to the distribution of respondents' characteristics so that the research results are more representative. In addition, researchers suggest examining different industries to find out whether the results of this study can be generalized.

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