

**THE INFLUENCE OF BRAND PERSONALITY DIMENSIONS TOWARDS
BRAND LOYALTY:
A Study at The Body Shop Lampung**

(Undergraduate Thesis)

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**FACULTY OF ECONOMICS AND BUSINESS
THE UNIVERSITY OF LAMPUNG
BANDARLAMPUNG
2017**

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Researcher

ABSTRACT

Brand personality is one of the important strategy to be the basis of relationship between the company and the customers in order to enhance brand loyalty. Brand personality has five dimensions, such as sincerity, excitement, competence, sophistication and ruggedness. The purpose of this research is to know the influence of brand personality towards brand loyalty in The Body Shop Lampung.

Data were distributed to 100 respondents of The Body Shop Lampung customers who have membership card or purchase more than 3 times. By applying descriptive research design The Body Shop Lampung as the object research, using purposive sampling technique to get samples, multiple regression analysis as the technique analysis, and the result has shown that brand personality dimensions (sincerity, excitement, competence, sophistication and ruggedness) has positively and significantly influence towards brand loyalty on The Body Shop. In this research, brand personality dimensions have influenced towards brand loyalty as 48,6%.

The research also found that the competitive advantage for The Body Shop is excitement dimension as the major personality that has influenced the customers to keep buying the brands in the future and recommend the brand to others.

Keyword: Brand Personality Dimension and Brand Loyalty

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Undergraduate Thesis

As One of Requirements to Achieve
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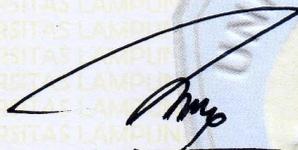
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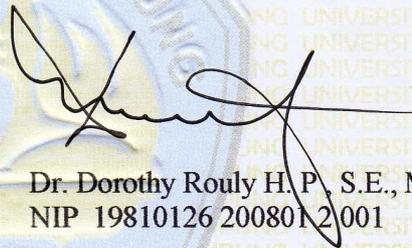
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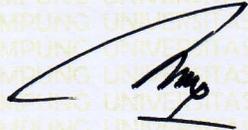
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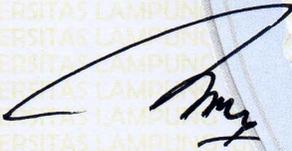
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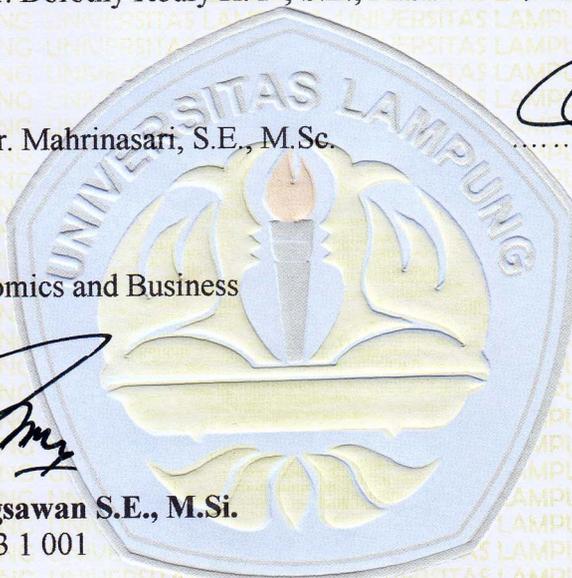
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INDEPENDENT STATEMENT OF PLAGIARISM

“I am undersigned below, declaring that this thesis has been written seriously and not a plagiarism. If in the future this statement is not true then I am willing to accept the punishment / sanctions in accordance with the law.”

Bandar Lampung, 19 December 2017

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Novita Supardi

BIOGRAPHY

Researcher was born on February 8th, 1995 in Bandar Lampung, Indonesia. The only child from Supardi and Sri Murniati. Researcher started formal education at TK Kartika Jaya II-5 Bandar Lampung in 2001. The researcher continued studying at SD Kartika Jaya II-25 Bandar Lampung until 2007. Then, the researcher studied in SMPN 10 Bandar Lampung. In 2010, the researcher continued studying in SMAN 9 Bandar Lampung.

In 2013, researcher was accepted in Faculty of Economics and Business, University of Lampung, majoring in marketing management international class. During her study, researcher was nominated as The Ambassador in Faculty of Economics and Business 2013. The researcher participated in Brigadir Muda, Economy English Club (EEC), Kelompok Studi Pasar Modal (KSPM) and AIESEC.

The researcher was the President of AIESEC in Unila 1617. Her role has taken her to be the Indonesia representative in the biggest congress for youth organization in the world, named AIESEC International Congress 2016 in Poland. The researcher also active in international and national program, the researcher became exchange participant in AIESEC Kiev, Ukraine, exchange student in Yokohama National University and Young Leader for Indonesia by McKinsey and Company.

MOTTO

“Intelligence helps us to do the things right, but wisdom helps us to do the right things.” (Novita Supardi)

“When you want something, all the universe conspires in helping you to achieve it.” (Paulo Coelho)

“Kurang cerdas dapat diperbaiki dengan belajar, kurang cakap dapat diperbaiki dengan pengalaman, namun tidak jujur itu sulit diperbaiki.”

(Mohammad Hatta)

DEDICATION

With gratitude of all blessings that have given by Allah SWT, this thesis is dedicated to the most important people in my life, which is my dearest family. My grandmother, My father and My mother.

I am so blessed to be surrounded by this family who always give me freedom to choose and responsible for my own choices. I would not be who I am today without their loves, happiness, wisdoms, advices and prays.

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Finally, the researcher realized that this thesis is far from perfection, the research hope this thesis can be useful for all of us. Amin.

Best Regards,

Bandar Lampung, December 2017

Novita Supardi

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I. INTRODUCTION

1.1 Research Background

In the digital age where customers are surrounded by technology-based interaction, brands that are humanized become the most appealing (Kotler et al, 2017). The Body Shop is one of largest brand natural beauty product in the world. The brand aims to be the world's most ethical and truly sustainable global business. Some customers are attracted to brands that uphold strong social and environmental values (Kotler et al, 2017).

The Body Shop Indonesia has been around since 1992. Based on Top Brand Index 2017 Fase 1, The Body Shop Indonesia wins customers mind share, market share and commitment share for body mist and body butter category. Interest in natural cosmetics has grown remarkably as consumers and marketers react to popular media with regard to healthy lifestyles (Matić et al, 2015). People in modern era are living in the healthier lifestyle, they choose products carefully in terms of food, personal care, or household.

TABLE 1.1 BODY MIST TOP BRAND INDEX 2017 FASE 1 INDONESIA

Brand	TBI	TOP
The Body Shop	14.0%	TOP
Wardah	11.9%	TOP

Source: <http://www.topbrand-award.com> (Retrieved October, 6 2017)

TABLE 1.1 BODY MIST TOP BRAND INDEX 2017 FASE 1 INDONESIA (CONTINUE)

Brand	TBI	TOP
Mustika Puteri	10.7%	TOP
Victoria's Secret	5.6%	
Eskulin	4.5%	
Izzi	4.4%	
Oriflame	4.0%	

Source: <http://www.topbrand-award.com> (Retrieved October, 6 2017)

The Body Shop produces three type of products, there are beauty care product, cosmetic and beauty tools. Beauty care products are like shampoo, facial care, so on and so forth. While cosmetic products are eye shadows, lip matte, so on and so forth. The Body Shop also sells beauty tools like brush and cotton. Table 1.1 and Table 1.2 have shown that body mist and body butter are top product in Indonesia. Both products have many types of natural ingredients and always produces special ingredients in special season like Christmas Day.

TABLE 1.2 BODY BUTTER TOP BRAND INDEX 2017 FASE 1 INDONESIA

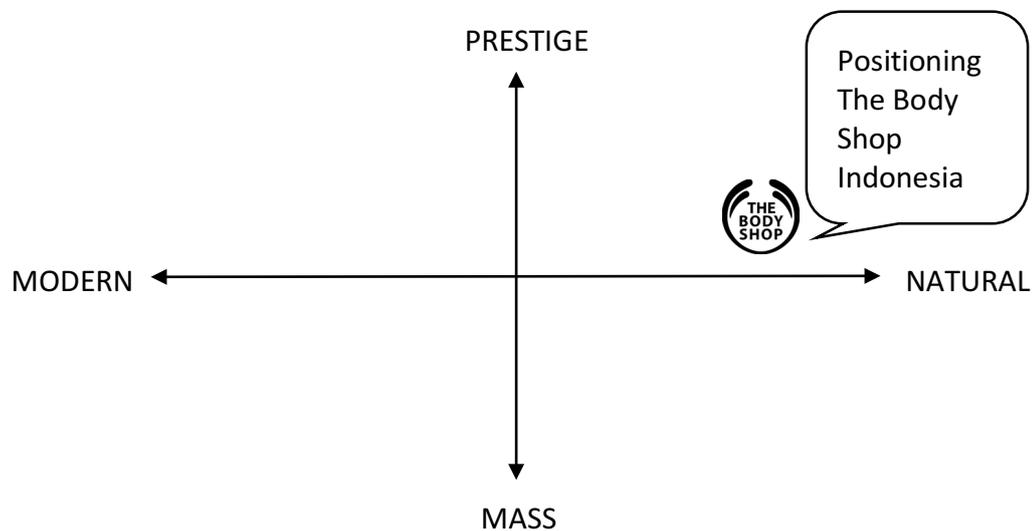
Brand	TBI	TOP
Wardah	14.4%	TOP
The Body Shop	11.6%	TOP
Mustika Ratu	6.8%	TOP
Bali Ratih	5.8%	
Oriflame	3.7%	
Herborist	3.5%	

Source: <http://www.topbrand-award.com> (Retrieved October, 6 2017)

The Body Shop made huge breakthrough in beauty industry for its natural and environmental friendly product in first time its founded. It has five core values

that are fundamental principles which influence the way its run the business, from product development to the supply chain and dealing with customers. The five values are support community fair trade, activate self-esteem, defend human rights, against animal testing, and protect the planet. These values have driven the company to be ethical business pioneers and a powerful force for change. Therefore, The Body Shop Indonesia has brand positioning as natural and slightly prestige.

FIGURE 1.1 POSITIONING THE BODY SHOP INDONESIA



Source: Kartajaya, 2015

In this positioning, The Body Shop Indonesia segmentation is upper middle class. The composition of customers from The Body Shop Indonesia is dominated by senior market that can afford to buy The Body Shop products that seem expensive (Kartajaya, 2015). In order to achieve massive growth, The Body Shop has done market penetration on youth or millennials segmentation.

Millennials generation in Indonesia are the future asset of the nation, that estimated 70 percent of the productive age of this country occurs from the

millennium generation in 2030, they are a generation born from 1980 to 2000 (Syukron, 2016). As Generation Y or Millennial graduates from college and enters the work force, their earning potential will make them even more important as a powerful consumer group (Taylor and Cosenza, 2002). Generation C, which majority Millennials are parts of them, is 1.3 times more likely to buy personal care products, cosmetics, or fragrance (Think with Google, 2014). This opportunity proves that The Body Shop Indonesia can have massive growth by doing market penetration in this generation.

According to BCG research (Barton et al, 2012), Millennials expectations are different from those of previous generations, and companies will need to rethink their brands, business models, and marketing accordingly. People has been influenced by Millennials generation to improve digital usage. This situation has formed a stereotype that all millennials would like to spend more time than other generation in the internet. In fact, there are also other generations who love to spend their time online as same as the millennials. These people are called as online community that named Generation C.

The real challenges of marketers are not Millennials, but Millennials who part of generation C because 80 percent of Millennials are made up of gen C based on data from Foresight Service Survey (2012). Generation C is not associated with the year limitation but this generation can come from the diverse range of generation who cares about creation, curation, connection, and community. Globally, it's still true that most millennials are Gen C, but across 30+ countries, on average, 39% (with a range of 20% to 50%) of Gen C are aged 35 or over (Think with Google, 2014). Gen C are avid consumers, enthusiastic early adopters, and passionate brand

advocates, and when brands figure out the right way to engage them, they can become the biggest spenders, the most vocal supporters and the most influential opinion formers (Think with Google, 2014). They can potentially become the best customers.

The Body Shop Indonesia has weakness that Millennials do not feel that The Body Shop Indonesia targets them directly and instead perceive the brand as serious and mature, this statement was based on research about how can The Body Shop Indonesia better engage the new millennial generation (Kemna, 2017). They are more attractive to The Face Shop or Etude that has image more youthful (Kartajaya, 2015). The Body Shop should embrace fresh innovation in order to win the millennials hearts. Companies have been struggling with connecting with this generation because many of the traditional methods of advertising have proven ineffective at capturing their attention (Schawbel, 2015).

The Body Shop Indonesia extends its appeal with the Indonesian millennials by adopting digital marketing strategy (Carroll, 2017). It means that The Body Shop will focus not only to improve engagement with Millennials but also engage the online community (Gen C). While it is imperative for brands to be more flexible and adaptive due to rapid technological trends, their authentic characters are more important than ever (Kotler et al, 2017). Authentic will be important asset for brand to stand-out from its competitors.

According to Vazifehdoost (2016) based on this phenomenon, brands use a more subjective approach to build a brand relationship with the customer and often use brand personality to create this relationship. Brand personalities project a personality that emanates from an intrinsic character (Travis, 2000). Brand is like a

person, it has a personality that describes its characteristic to make differences to other competitors.

Brand personality comes from three sources: the first one is the association consumers have with a brand, secondly, the image a company tries hard to create, for example using an advertising spokesperson to create a corporate image, and the third is about the product attributes, for example, product categories and distribution channels (Lin, 2010). It is the personality of the brand that provides depth, feelings and liking to the relationship (Kumar et al, 2006). Thus, brand personality is an important brand strategy that marketers use to target consumers and to build the relationship with them (Aaker, 1996).

One recent study uncovered a direct link between the immersive, symbiotic relationship Millennials have with social networking channels and the likelihood to define their personal brand and reputation by aligning themselves with brands they favor (Petro, 2013). Consumers may likely use the brand and products in line with their own personality traits, in other words, all the marketing activities are aimed at having consumers believe and recognize a brand personality, and reinforcing the communication between the brand and the consumer (Govers and Schoormans, 2005).

Brand personality has 5 dimensions which can represents personality trait of human characteristics. Based on Aaker (1997), brand personality dimensions are sincerity, excitement, competence, sophistication and ruggedness. People want to choose and use a brand in which different dimensions of brand personality are demonstrated depending on different environmental condition (Aaker, 1997). A brand can have more than one characteristic to construct its brand personality. For

example, Beats by Dr. Dre has associated as young, trendy and rugged and these personality traits inspire Beats by Dr. Dre customers to be strong and resilient to associate owning a product with attaining this strength (Jueves, 2014).

In this digital era, brand personality dimensions are the main basis to create authentic content which can relate the Gen C to feel the brand is like people. BCG research found that Millennials perceive themselves as particularly in tune with what they consider to be authentic and real (Barton et al, 2012). The Millennials who part of Gen C are not easily trick by the old advertisement because they seek the most authentic stories content that represent the brand personalities. Therefore, marketing language, brand personalities, company-supported causes, and endorsements need to be credible (Barton et al, 2012).

Plummer (1985) and Aaker (1996) stated that the brand personality is a significant influence on the competitive advantage and brand loyalty. The formation of brand loyalty offers advantages in terms of businesses such as reducing marketing expenditures, being more dominant at retailer points, attracting new customers and allowing time for competing for activities (Akin, 2017).

Brand loyalty is the loyalty of the consumer towards a brand which leads to re-purchasing of the brand, not only in the present period but also in the future (Kim et al, 2015). Repeating purchase and positive attitudes toward a brand or company are considered as important measurement of consumer's loyalty. As indicated by Baldinger and Rubinson (1996), brand loyalty covers affective loyalty and action loyalty. Affective loyalty refers to the consumer's preference and affinity for a specific brand but the actual purchase behavior has not yet to be developed while action loyalty is shown by the actual purchase behavior conducted by consumers

for a specific brand (Lin, 2010). Brand personality is effective on sales volume and customer loyalty improvement (Lin & Huang, 2012; Vallete et al., 2011).

According to Think with Google data (2014), two thirds of this generation in the world agree that “if there is a brand I love, I tend to tell everyone about it.” They are influencing and accelerating shifts in consumer attitudes, spending habits, and brand perceptions and preferences among Gen-Xers and even baby boomers (Barton et al, 2012). Brand who sparks the Gen C Millennials mind will make them loyal and it will be beneficial to company since they are connecting with friends, family, business acquaintances, and people who have same interest in anytime and anywhere. It must start by create relationship with them by strengthening the brand personality as the basis of the relationship to influence on brand loyalty. Thus, the longer relationship between a company and its customers may create more profit and benefit for the company (Farhat et al, 2011).

In this research, the study aims to identify which brand personality dimensions that have significance influence on brand loyalty that the result help the brand to set the basis for brand management to be more authentic and relevance.

Based on the description, this research title is “**The Influence of Brand Personality Dimensions Towards Brand Loyalty: A Study at The Body Shop Lampung**).

1.2 Problem Statement

The Body Shop Indonesia are doing market penetration to youth or millennial segmentation. Developing its digital marketing in order to get closer with millennial is new strategy of The Body Shop Indonesia. There is also online

community named as generation C that can be approached through digital marketing. The main basis to engage and create relationship with them is by being authentic. It is important to make this generation become loyal because their strength is easily influencing others.

Being authentic means that The Body Shop must reveal its original characters to make millennial and Gen C feel the brand like a person in order to relate with them. Brand personality can provide the basis of brand relationship that will influence on brand loyalty. This research will help to know whether brand personality dimensions positively influence on brand loyalty and identify which are the significant dimensions that positively influence brand loyalty.

Based on the research background, the researcher identified the following problems:

1. Does sincerity dimension positively influence towards brand loyalty in The Body Shop?
2. Does excitement dimension positively influence towards brand loyalty in The Body Shop?
3. Does competence dimension positively influence towards brand loyalty in The Body Shop?
4. Does sophistication dimension positively influence towards brand loyalty in The Body Shop?
5. Does ruggedness dimension positively influence towards brand loyalty in The Body Shop?

1.3 Research Objectives and Benefits

1.3.1 Research Objective

The objectives of the research are:

1. To determine whether the sincerity dimension positively influence towards brand loyalty in The Body Shop.
2. To determine whether the excitement dimension positively influence towards brand loyalty in The Body Shop.
3. To determine whether the competence dimension positively influence towards brand loyalty in The Body Shop.
4. To determine whether the sophistication dimension positively influence towards brand loyalty in The Body Shop.
5. To determine whether the ruggedness dimension positively influence towards brand loyalty in The Body Shop.

1.3.2 Research Benefit

There are several benefits which obtained from this research:

1. For the researcher
Acquire knowledge both theory and practice, especially for brand personality and brand loyalty.
2. For practitioner
To measure the successful of brand personality of The Body Shop that will influence the brand loyalty. The research can be used as the preference to make strategies for strengthening The Body Shop brand management.

3. For academics

As reference material, especially in the brand personality and brand loyalty. The research also can be a comparison to other researchers who discussed the same topics.

4. For Society

The researcher wants to share it as another learning platform to get further understanding about brand personality and brand loyalty.

II. LITERATURE REVIEW AND HYPOTHESIS

2.1 Literature review

2.1.1 Multi-Generational Marketing

Multi-generational marketing is the practice of appealing to the unique needs and behaviors of individuals within more than one specific generational group, with a generation being a group of individuals born and living about the same time (Williams and Page, 2011). It is a strategy that lead to competitive advantage for companies. Multi-generational marketing has formed based on various demographic and psychographic factors.

Demographic segmentation divides the market on variables such as age, family size, family life cycle, gender, income, occupation, education, religion, race, generation, nationality, and social class (Kotler and Keller, 2012). Multi-generation marketing is focusing on generation in demographic segmentation. Each generation is profoundly influenced by the times in which it grows up with the music, movies, politics, and defining events of that period. Here are four main generations cohorts of consumers in demographic segmentation based on Kotler and Keller (2011) definitions:

1. Silent Generation

Those born between 1925 and 1945 the “Silent Generation” are redefining what old age means. These customers are very demanding, but also more willing to pay full

price than their younger counterparts. They valued rationing, saving, morals, and ethics (William et al, 2010).

2. Baby Boomers

Baby boomers are the consumers born between 1946 and 1964. Boomers generation is very attracted to new products and technologies that will make their lives easier and save them time. Interestingly, because so many members of the Gen Y “Echo Boomers” are living with their boomer parents, parents are being influenced by what demographers are calling a “boom-boom effect”. The same products that appeal to 21-year-olds are appealing to youth-obsessed baby boomers.

3. Gen X

Gen X consumers, named for a 1991 novel by Douglas Coupland, were born between 1964 and 1978. Gen Xers feel self-sufficiency and the ability to handle any circumstance are key. Technology is an enabler for them, not a barrier. Unlike the more optimistic, team-oriented Gen Yers, Gen Xers are more pragmatic and individualistic. As consumers, they are wary of hype and pitches that seem inauthentic or patronizing.

4. Millennials (or Gen Y)

Born between 1979 and 1994, Millennials, also called Gen Y. They also known as the Echo Boomers, these consumers have been “wired” almost from birth playing computer games, navigating the Web, downloading music, connecting with friends via instant messaging and mobile phones. That is why Millennials is often called as Tech-Savvy They are selective, confident, and impatient.

Compare to demographic of generation segmentation, in psychographic segmentation, buyers are divided into different groups on the basis of

psychological/personality traits, lifestyle, or values. People within the same demographic group can exhibit very different psychographic profiles (Kotler and Keller, 2012).

In the rising of internet era, there is a generation called as digital native but they do not have limitation in the birth year. They share a similar state of mind, whether that be certain personality traits, values, attitudes, interests, or lifestyles. It makes them categorized as psychographic segmentation. Gen C are a powerful and global group of consumers who thrive on creation, curation, connection and community (Think with Google, 2013). Globally, the most millennials are Gen C, but there also plenty of Gen Xers and Baby Boomers. According to Think with Google report (2013), here is the characteristics of Generation C:

1. Gen C is a state of mind
2. Gen C strives for expression
3. Gen C is a taste-maker
4. Gen C defines the social network
5. YouTube is Gen C's habitat for entertainment
6. Gen C is constantly connected
7. Gen C connects on YouTube on all screens
8. Gen C values relevance and originality.

Multi-generation marketing is a strategy that Marketers should focus on. In fact, creating ageless multi-generational brands is one of the biggest challenges for marketers nowadays (Himmel, 2008). Brands should try to satisfy the needs of people of different ages and to have customers among all generations, from very young people to pensioners. Therefore, an understanding of multi-generational

marketing is now very important for companies and their marketers.

2.1.2 Brand

A brand is a name, a term, a symbol, or any other unique element of a product that identifies one firm's products and sets it apart from the competition (Solomon, 2012). The American Marketing Association (1995) defines a brand as a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term of brand is trademark. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name.

Brands are the connection between the consumer and the product, and arguably "the most valuable intangible asset for a company" (Sutikno, 2011). Branding creates mental structures that help consumers organize their knowledge about products and services in a way that clarifies their decision making and, in the process, provides value to the firm (Kotler and Keller, 2012). In post-modern societies where individuals want to give name to their consumption, brands can and should be analyzed through various perspectives: macroeconomics; microeconomics, sociology, anthropology, history, semiotics, philosophy and so on (Kapferer, 2004).

According to Brown (1992), a brand name is nothing more or less than sum of all the mental connections people have around it. The way customers make decisions are influenced by personal and cultural values. Clark (1987) remarks consumers find value in the brand, in its heritage, in their personal experience with it and how it reflects what the individual stands for.

In modern times, brands first functioned as symbols that enabled consumers to identify and separate one producer from another, with the ability to trace one good back to the manufacturer holding it responsible for its quality (Koehn, 2001), but they are today ascribed with almost divine characteristics serving as a strategic business asset essential for firms to develop if they are to compete successfully (Aaker, 1991; Kapferer, 2004). Branding has emerged as a top management priority in the last decade due to the growing realization that brands are one of the most valuable intangible assets that firms have. For customers, brands can simplify choice, promise a particular quality level, reduce risk, and/or engender trust (Keller & Lehmann, 2006).

2.1.3 Brand Personality

According to the American Marketing Association (1995): "Brand personality is the psychological nature of a particular brand as intended by its sellers, though persons in the marketplace may see the brand otherwise (called brand image). These two perspectives compare to the personalities of individual humans: what we intend or desire, and what others see or believe (AMA, 1995). Personality is an important dimension of brand equity because, like the human personality, it is both differentiating and enduring (Aaker, 2015).

According to Good year (1996) brand evolves from "unbranded commodities", to references where name is used for identification. Brands then develop in to a "personality", offering emotional appeals besides product benefits. People express their own or idealized selves in part by the brands that they buy and use, especially when the brands are socially visible and have a personality. In

Maslow's hierarchy, brand personality is intended to elevate products to a higher level of need for satisfaction, belonging, love and appreciation (Ouwersloot and Tudorica, 2001). Such a brand is a badge that tells others what you value and how you live, and, more importantly, reaffirms to yourself what is important in your life (Aaker, 2015).

Aaker (1997) used personality psychology to develop a brand personality scale, identified the five dimensions: sincerity, excitement, competence, sophistication and ruggedness of brand personality, and induce 15 facets and 42 traits. These are brand personality scale:

TABLE 2.1 A BRAND PERSONALITY SCALE

Dimensions	Indicator
Sincerity	Down-to-earth, Honest, Wholesome and Cheerful
Excitement	Daring, Spirited, Imaginative and Up-to-Date
Competence	Reliable, Intelligent and Successful
Sophistication	Upper Class and Charming
Ruggedness	Outdoorsy and Tough

Source: Aaker (1997)

There are five indicators of brand personality proposed by Kotler & Armstrong (2006):

1. Sincerity, which is an honest character, humble, and simple. Sincerity is embodied in honesty in the quality, originality of products, and brand identity with simple traits, such as cheerful and youthful.
2. Excitement (spirit) means vibrant dynamic characters and high imagination in making difference and innovation.
3. Competence (ability) means the ability to be a reliable and trusted by customers.

4. Sophistication (worldliness), namely the characteristics associated with exclusivity formed by the excellence of prestige, brand image, as well as a fascinating level of attraction.
5. Ruggedness, which is the brand characteristic associated with the benefits of a brand in supporting outdoor activities and the strength or durability of the product.

While selecting among competing brands, consumers assess the fit between the personalities of the brands and the personality they wish to project (Zinkhan et al, 1996). Personality and values are inter-related with personality being a sub-set of value constellations (Gutman, 1982). Brand personality is primarily the result of the firm's communication, whilst image is the way consumers perceive the brands personality (Plummer, 1985). Aaker (1996) describes brand personality as metaphor which "can help brand strategist by enriching their understanding of people's perceptions of and attitude toward the brand, contributing to a differentiating brand identity, getting the communication effort and creating brand equity".

2.1.4 Brand Loyalty

Brand loyalty is most commonly defined as an attitudinal and behavioral construct determined by prolonged repurchase actions and favorable feelings for the brand. Consumers gain favorable feelings during the positive brand experience and consistent satisfaction that caused brand identification (Sutikno, 2011). Loyalty is established when consumers makes a commitment to the brand (Kim, Morris, & Swait, 2008), in that they intend to continue purchasing the brand in the future, speak positively about the brand to others, and disregard negative brand information

(Sutikno, 2011).

Consumers are constantly seeking ways to better their lives (e.g. make them easier), and maintaining a long-term relationship with a brand they have identified as having all of the qualities they are seeking motivates consumers to pay a premium (Sutikno, 2011). Having a loyal customer is a very valuable thing for the company.

Some of the loyal consumer characteristics according to Griffin (2005), namely:

1. Make a purchase regularly
2. Buying outside the product or service line
3. Recommend the product to others
4. Show immunity from the attractiveness of similar products or services of competitors

Brand loyalty is made up from behavioral loyalty and attitudinal loyalty. Brown (1952) stated that Behavioral loyalty has been considered as repeat purchases frequency or proportion of purchase, while attitudinal brand loyalty referred to 'stated preferences, commitment or purchase intentions of the customers (Cunningham, 1961).

According to Aaker (1991), there are some stages that consumers might have to make them loyal to brand. Putri (2008) has defined in each level of the stages of brand loyalty by Aaker (1991):

1. Brand switchers. The basic level of the pyramid of loyalty where consumers are not at all interested in a brand. They consider that any brand in a product category is the same and often transfers its purchase from one brand to another for the reason of a cheaper price. Here the role of brand is very small in influencing consumer purchasing decisions.

2. Passively loyal or habitual buyer. The second level where consumers only feel satisfied or dissatisfied with a product. At this level, brand switching is still possible, as consumers buy out of habit and there is not a strong enough reason to switch to another brand and they become loyalists for customary reasons. At this level, they are satisfied with the brand consumed.
3. Satisfied buyer with switching costs. The third level of brand loyalty, which the buyer belongs to the category is satisfied with the brand and does not switch brands because it does not want to bear the switching costs associated with time, money, or risk associated with brand switching.
4. Liking the brand. The fourth level where buyers really love the brand. This customer's choice of a brand is usually based on an association such as a symbol, a series of experience in using it, or a high quality impression. Consumers at this level are called brand companions, because there is an emotional feeling in liking brand.
5. A committed buyer. Top level of brand loyalty where consumers have become truly loyal customers. They have pride as users of a brand, and even the brand has become very important to them both when viewed from the side of the function and as self-expression and brand as a close friend that understand the consumer. At this level, one of the actualization of consumer loyalty is indicated by the act of recommending and promoting the brand to another party (consumer as an ambassador). These consumers have a pride in using a brand of a product or service. The sense of pride is usually manifested in a variety of ways, such as being willing to pay at the highest price (premium price).

2.1.5 Brand Personality and Brand Loyalty Relationship

A brand personality can help build an understanding among the brand's company, and can communicate internally, about a brand-customer relationship that can suggest programs and be the basis of brand loyalty (Aaker, 2015). Brands that have superior brand personality and in accordance with consumer personality will certainly create a bond between the brand and the consumer (Mulyadi and Saktiawati, 2008). This is because brand personality can be useful for analyzing the behavior of a product or brand choice (Kotler and Armstrong, 2006). The truly successful brands, however, are those that truly "bond" with their customers so that people feel they have a real relationship with the product.

Here are some of the types of relationships a person might have with a product:

- Self-concept attachment: The product helps establish the user's identity.
- Nostalgic attachment: The product serves as a link with a past self
- Interdependence: The product is a part of the user's daily routine.
- Love: The product elicits emotional bonds of warmth, passion, or other strong emotion.

The positive influence of brand personality on customer loyalty is expressed by Gobe (2005) that explains that strong brand personality has strong appeal, attraction that can be used to create emotional ties so that customers feel close to the brand and regards a particular brand as part of its life activity. Personality is a prerequisite for a relationship between consumers and brands (Duboff, 1986; Woodward, 1991). According to de Chernatony and Macdonal (1992), intangibles components have 80% impact on consumer relationship but only 20% of the cost.

This indicates that a successful brand can be characterized as having strong relationship between customer and the company (Mckenna, 1991). Consumers may likely use the brand and products in line with their own personality traits, in other marketing activities are aimed at having consumers believe and recognize a brand personality, and reinforcing the communication between the brand and the consumer in order to enhance the brand's loyalty and equity (Govers and Schoormans, 2005).

2.2 Previous Research

TABLE 2.2 PREVIOUS RESEARCH

No.	Research Tittle	Researchers	Research Method	Conclusion
1	Dimensions of Brand Personality	Aaker (1997)	To measure the five brand personality dimensions, a reliable, valid, and generalizable measurement scale is created. The research sample is 631 with the questionnaire with likert scale.	This research formulated the five dimensions of brand personality. There are sincerity, excitement, competence, sophistication and ruggedness.
2	An Analysis of Brand Personality on Brand Loyalty in Frozen Seafood Supermarkets in Ho Chi Minch City	Nguyen et al, 2016	Analyzing data with descriptive analysis. The researcher further released questionnaire with a response rate of 75.0 percent. Multi-regression analyses were conducted to examine the relationship between each item.	According to the analysis brand personality dimension significantly influence Brand Loyalty.

TABLE 2.2 PREVIOUS RESEARCH (CONTINUE)

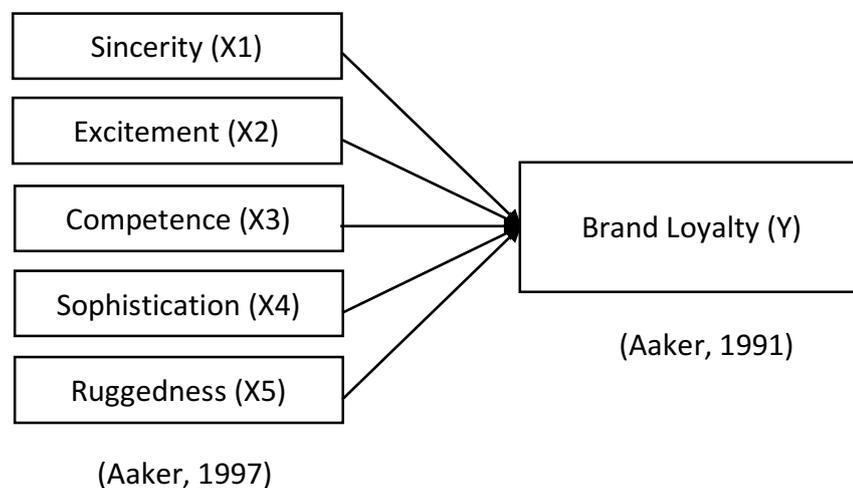
No.	Research Title	Researchers	Research Method	Conclusion
3	Link Between Brand Personality and Brand Loyalty in Sportswear Brand Among Malaysian Consumer	Lada et al, 2014	The data collection had 79,8% return rate from 1200 questionnaire. To examine the relationship between brand personalities and brand loyalty, a standard multiple regression analysis (MRA) was conducted.	The findings from this analysis have demonstrated that the brand personality-loyalty relationship of sportswear brand is strongly associated with Ruggedness, Excitement, and Sincerity.
4	Effect of Brand Personality on Brand Loyalty in Companies' Microblogs	Zhang et al, 2014	The research got 236 valid reponses from online questionnaire. To examine possible non-response bias, we compared the composition between the first 50 and late 50 respondents. The result showed that no significant difference was found, indicating the non-response bias may not be a serious concern for this study. The researchers applied Partial Least Square (PLS) to analyze research model.	It suggests that if consumers perceive a brand with sincere, competent, exciting, and sophisticated personality characteristics, then they will be more likely to be satisfied. Their finding shows that satisfaction acts as a key mediator in developing consumers' brand loyalty in brand microblogs
5	The relationship of consumer personality trait, brand personality and brand loyalty: an empirical study of toys and video games buyers	Lin, (2010)	The research method used is quantitative method, which spread 400 questionnaires were distributed for this study, and 387 valid questionnaires. This Study uses Pearson's correlation analysis.	There is positive influence of brand personality on affective loyalty. There is also positive influence of personality trait on brand loyalty.

2.3 Framework

Based on Aaker (1997), brand personality is set of human characteristics associated with the brand. In her research also stated that, personality traits come to be associated with a brand, such as brand's user imagery, like company's employee or CEO and the brand's product endorsers. Company needs brand personality to strengthening the consumer perception towards product. In this modern era, digital media has significantly growth until it becomes the right place to strengthen the brand management with many strategies.

Building brand personality will enhance brand competitive advantages by connecting consumer's personality trait to brand characteristics. It will be beneficial in digital marketing in order to make difference among many contents. The brand personality, which is expressed as the human characteristics, is the consumers attribute to the brand. Hence, this research created framework to find how brand personality dimension influence toward brand loyalty.

FIGURE 2.1 FRAMEWORK RESEARCH



2.4 Hypothesis

The hypothesis is a temporary answer to the formulation of the problem that remains to be verifiable through research (Sugiyono 2012). Based on previous research, there is similar problem statement and result that brand personality has positive influence on brand loyalty, hence the hypothesis in this research is formed.

2.4.1 Hypothesis Formulation

2.4.1.1 Sincerity Dimension Positively Influences Towards Brand Loyalty in The Body Shop

Down-to-earth, family oriented, small town, honest, sincere, real, wholesome, original, cheerful, sentimental and friendly are personality traits that formulated sincerity as one of the brand personality dimensions, which has significance influence 6% on brand loyalty in the Lada et al (2014). Meanwhile, sincerity dimension has 85% influence on brand loyalty in Teimouri et al (2015).

Based on the previous research, this research used sincerity dimension to understand brand personality of The Body Shop. The first hypothesis of this research is:

H1: Sincerity dimension positively influences towards brand loyalty in The Body Shop.

2.4.1.2 Excitement Dimension Positively Influences Towards Brand Loyalty in The Body Shop

Based on Nguyen et al (2016), excitement is one of the dimensions that has

significant result to influence brand loyalty. Their research proved that excitement has influenced 21.8% on brand loyalty, it infers that customers highly consider the behavior when making purchases.

Similar result was also presented by Teimouri et al (2015) that excitement dimension has significant influence on brand loyalty. This dimension influenced 81% on brand loyalty. Second hypothesis in this study is strengthened by these previous research, the researcher concludes:

H2: Excitement dimension positively influences towards brand loyalty in The Body Shop.

2.4.1.3 Competence Dimension Positively Influences Towards Brand Loyalty in The Body Shop

Lin (2010) divided brand loyalty into affective loyalty and action loyalty. Her research proved that competence is one of the strongest dimension that influence on brand loyalty with the results are 11.2% influenced on affective loyalty and 19.9% influenced on action loyalty.

Nguyen et al (2016) also proved that competence significant influences on brand loyalty with the effect 35.8%. Both of the research indicates that competence dimension is important to lead on brand loyalty. Therefore, the third hypostasis is formulated:

H3: Competence dimension positively influences towards brand loyalty in The Body Shop.

2.4.1.4 Sophistication Dimension Positively Influences Towards Brand Loyalty in The Body Shop

Zhang et al (2014) researched that sophistication has effect 56.7% on brand loyalty. It is one of the strongest dimension that their research found among other brand personality dimensions.

Meanwhile, Teimouri et al (2015) research has higher effect from sophistication dimension to influence on brand loyalty with the amount 77%. Charming and upper class are the personality traits that support sophistication dimensions in Teimouri et al (2015) research. Hence, the fourth hypothesis in this research is formulated:

H4: Sophistication dimension positively influences towards brand loyalty in The Body Shop.

2.4.1.5 Ruggedness Dimension Positively Influences Towards Brand Loyalty in The Body Shop

Lin (2010), Zhang et al (2014) and Nguyen et al (2016) did not use ruggedness dimension to test their hypothesis on brand personality relationship with brand loyalty because ruggedness dimension had the weakest reliability. Meanwhile, Lada et al (2014). and Teimouri et al (2015) proved that ruggedness dimension positively influenced on brand loyalty.

Lada et al (2014) stated that ruggedness is the most influencing factor to brand loyalty towards sportswear brand with the effect 69.3%. Teimouri et al (2015) had lower effect compare to Lada et al (2014), their research found 50% effect by ruggedness dimension to influence on brand loyalty.

Both of Lada et al (2014) and Teimouri et al (2015) have strengthened the ruggedness dimension to be listed in the research. Hence, the fifth hypothesis in this research is formulated:

H5: Ruggedness dimension positively influences towards brand loyalty in The Body Shop.

III. RESEARCH METHOD

3.1 Research Design

This research is designed using descriptive and verification approaches. Descriptive approach is used to express the results of verbal, systematic, factual and accurate research on the characteristics and relationships that occur where sub-variables and a variable or between variables, while the verification approach is used to test the accuracy of a hypothesis proposed in this study through data collection in the field (Arikunto, 2004). This verification research aims to determine the influence of brand personality on brand loyalty. Data and information about consumers will be collected through a survey research method that samples of the population using a questionnaire as a data collection tool.

3.2 Operational Variable Description

A variable is anything that can take on differing or varying values (Sekaran and Bougie, 2010). Variables are assigned as a concept of nature contained research on the subject and becoming the focus of research activities. The variables that will be measured and tested in this study are the operational variables that describe the cause and effect relationship. There are variables that influence or are influenced by other variables with their own. Variables used in this research are the independent variable (independent with the symbol X) and the dependent variable

(dependent with the symbol Y). The explanations are as follows:

1. Independent Variable

The independent variable (X) is a variable that affects the dependent variable. In this study, the variable X is brand personality dimensions, which are X1 is sincerity, X2 is excitement, X3 is competence, X4 is sophistication, and X5 is ruggedness.

2. Dependent Variable

The dependent variable (Y) is a variable that is affected by the independent variable (variable Y). In this research, variable Y is the brand loyalty.

TABLE 3.1 OPERATIONAL VARIABLES

Variables (Dimensions)	Definition	Sub-Dimensions	Indicator	Scale
Sincerity (X1)	The characters are honest, humble, and simple. (Kotler & Armstrong, 2006)	Down-to-earth	Down-to-earth	Likert
			Family-oriented	
		Honest	Honest	
			Sincere	
		Wholesome	Wholesome	
			Original	
Cheerful	Cheerful			
	Friendly			
Excitement (X2)	Dynamic character vigorous and high imagination in making a difference and innovation (Kotler & Armstrong, 2006)	Daring	Trendy	Likert
			Exciting	
		Spirited	Spirited	
			Cool	
		Imaginative	Imaginative	
			Unique	
		Up-to-date	Up-to-date	
			Independent	

TABLE 3.1 OPERATIONAL VARIABLES (CONTINUE)

Variables (Dimensions)	Definition	Sub-Dimensions	Indicator	Scale
Competence (X3)	The ability to be reliable and trusted by the customer. (Kotler & Armstrong, 2006)	Reliable	Reliable	Likert
			Secure	
		Intelligent	Intelligent	
			Corporate	
		Successful	Successful	
Confident	Confident			
Sophistication (X4)	Exclusiveness created by the prestige of excellence, brand image and fascinating levels of attraction. (Kotler & Armstrong, 2006)	Upper class	Upper class	Likert
			Good looking	
		Charming	Charming	
			Feminine	
Ruggedness (X5)	Characteristics of the brand associated with the benefits of a brand in support of outdoor activities and the strength or durability of the product. (Kotler & Armstrong, 2006)	Outdoorsy	Outdoorsy	Likert
			Western	
		Tough	Tough	
			Rugged	
Brand Loyalty (Y)	Brand loyalty is defined as a real commitment from customers to repeatedly buy one brand. (Peter & Olson, 2005)		The best choice among others brand.	Likert

TABLE 3.1 OPERATIONAL VARIABLES (CONTINUE)

Variables (Dimensions)	Definition	Sub- Dimensions	Indicator	Scale
			Assume as loyal customer	Likert
			Re-purchase intention	Likert
			Committed buyer	Likert
			Recommend the brand	Likert

3.3 Measurement Scale Variable

According to Sekaran and Bougie (2010), a scale is a tool or mechanism by which individuals are distinguished as to how they differ from one another on the variables of interest to our study. So, the instruments will produce quantitative data are expressed in the form of numbers that would be more accurate, efficient and communicative when it is used in the measurements. This study used a questionnaire using Likert scale with interval types.

An interval scale allows us to perform certain arithmetical operations on data collected from the respondents, it helps to measure the distance between any two points on the scale (Sekaran and Bougie, 2010). This study used Likert scale, which is designed to examine how strongly subject agree or disagree with statement on a five-point scale with the following anchors (Sekaran and Bougie, 2010):

1. To answer to Strongly Disagree (SD) given score of 1
2. To answer Disagree (D) given score of 2
3. To answer Neutral (N) given score of 3

4. To answer Agree (A) given score of 4
5. To answer Strongly Agree (SA) given score of 5.

3.4 Population and Sample

3.4.1 Population

The population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran and Bougie, 2010). The population used in this study is customers of The Body Shop in Lampung, Indonesia.

3.4.2 Sample

Sample is a part of a population that is expected to represent the population in the study. According to Sekaran and Bougie (2010), a sample is subset of the population. It comprises some members selected from it. In other words, some, but not all element of the population from the sample. The sample is used as measurement, which sample size will determine the magnitude of the study. It can be determined by statistics or by research estimation, meaning that all characteristic of the population must be a reflection or representative of selected sample.

There are some factors affecting decisions on a sample size as research objective, the extent of precision desired, the acceptable risk in predicting that level of precision, the amount of variability in the population itself, the cost and time constraint, and in some cases, the size of population itself (Sekaran and Bougie, 2010). According to Supranto (2001), the guidance for collected sample size for unknown population that can be measured by:

$$n = \frac{1}{4} \left(\frac{z \alpha/2}{E} \right)^2$$

Explanation:

n = number of samples of the population to be obtained

z = number that indicates the deviation from the mean variance values

E = maximum error that may be experienced

α = the error rate of data that can be tolerate by researchers

When the value of confidence level is 95%, it means that z value equals to 1.96. It also means that the researchers believe the error might expect $\alpha = 5\%$ and the limit error of 10%. It means that in the process of collecting data, the researchers only tolerate not exceed 10% of the total respondent, so the size of the sample minimum is,

$$n = \frac{1}{4} \left(\frac{1.96}{0.1} \right)^2$$

$$n = \frac{1}{4} (384,16) = 96,04 = 96$$

Based on this calculation, it is stated that numbers of respondents in this research were 96 respondents which is rounded to 100 respondents, who are representative from customers of The Body Shop in Lampung, Indonesia where they have not been identified. Non-probability sampling is a technique that is used for this research in order to get the samples (Sekaran and Bougie, 2010). It is because there is no exact element in the population. This research used purposive sampling as one of the type of non-probability sampling. The sampling here is confined to specific types of people who can provide the desired information, either because they are the only ones who have it, or conform to some criteria set by the researcher (Sekaran and Bougie, 2010). Here are the criteria:

1. The respondents should purchase The Body Shop products in MBK or CP.
2. The respondents should have membership card. If they do not have, they must purchase the product minimum 3 times.
3. If the respondents did not fulfill the requirements, they cannot proceed to the next question.

The study case of the research is The Body Shop Lampung, which has two store in Mall Boemi Kedaton and Central Plaza, Lampung. So, the sample is both store and the sample is divided into 50 samples in Mall Boemi Kedaton and 50 samples in Central Plaza. Cluster random sampling

3.5 Data Collection Methods

Data collection methods are an integral part of research design, there are several data collection methods, each with its own advantage and disadvantages (Sekaran and Bougie, 2010). Data collection method is the most important step in the study (Sugiyono, 2013). This research data collection method is field research by using questionnaire distribution to collect the data. Questionnaire is one of the efficient data collection mechanism, it can be administered personally, mailed to the respondent, or electronically distributed (Sekaran and Bougie, 2010).

3.6 Method of Data Analysis

3.6.1 Mechanical Testing Instrument

3.6.1.1 Validity Testing Instrument

Validity test is a tool used to measure the validity or validity of a

questionnaire (Ghozali, 2006). Validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure. In other words, validity is concerned with whether we measure the right concept (Sekaran and Bougie, 2010).

The list of questions which are distributed to the respondent is the main instrument in this study that should be tested its validity and reliability with analysis factor. It aims to reveal whether the questionnaire data is able to provide answers to the problems in order to achieve the research purpose. Validity in this study conducted with SPSS 21.0. According Sekaran (2010), if the result of factors model analysis shows the significance under 0.05 and Kaiser-Meyer-Olkin (KMO), anti-image, communalities and factor loading ≥ 0.5 it is then declared valid conditions and the sample can be investigated further.

3.6.1.2 Testing Instrument Reliability

The reliability of a measure indicates the extent to which it is without bias (error free) and hence ensure consistent measurement across time and across the various items in the instrument (Sekaran and Bougie, 2010). Reliability test in this study using the coefficient Cronbach's Alpha with SPSS. According to Sugiyono (2013), reliability is shown by the coefficient of reliability testing Alpha Cronbach and it can be processed with SPSS 21.0. The test results are said to be reliable if the value of Alpha Croanbach > 0.6 and Alpha Croanbach count value is greater than the Croanbach's Alpha if item deleted (Sekaran and Bougie, 2010).

3.6.2 Data Analysis Technique

The data analysis technique is used to describe the analytical technique used

by researchers to analyze data that has been collected, including testing (Sanusi, 2014). The technique for this research data analysis is multiple linear analysis. Multiple analysis regression is an extension of the simple linear regression that allows to have more than one independent variables. Testing the hypothesis is equivalent to a significant test multiple linear regression coefficient and is partially related to the research hypothesis statement (Sanusi, 2014). The multiple linear regression formula for this research is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Explanation:

Y = Brand Loyalty

a = Constant

$b_1 - b_5$ = Regression coefficient of independent variables

X_1 = Sincerity

X_2 = Excitement

X_3 = Competence

X_4 = Sophistication

X_5 = Ruggedness

e = standard error

3.6.3 Hypothesis Testing

Hypotheses that have been formulated then must be tested. Testing the hypothesis is equivalent to a significant test multiple linear regression coefficient and is partially related to the research hypothesis statement (Sanusi, 2014). This testing will provide a result whether there is significantly positive influence of brand

personality dimension on brand loyalty.

3.6.3.1 Normality Test Data

According Ghozali (2006), normality test aims to test whether in the regression model, both the dependent variable and the independent variable both have a normal distribution or not. Normality test used in this study is to look at the table Kolmogorovv Smirnov Test. To prove whether normal distributed data can be seen from $\text{sig} > 0,05$ then data is normally distributed.

3.6.3.2 Significant Partial Test (t-test)

Significant Partial Test or t-test is used to determine whether the independent variable in the regression model partially has significant effort on the dependent variable at the 95% or $\alpha = 5\%$. The result can be seen in table ANNOVA (analysis of variance) from the output of SPSS 21.0. with these criteria:

Ho is accepted and Ha is rejected if $t \text{ count} \leq t\text{-table}$, at $\alpha = 5\%$

Ho is rejected and Ha is accepted if $t \text{ count} \geq t\text{-table}$, at $\alpha = 5\%$

3.6.3.3 F Test

t-test is used to determine whether the independent variable significantly influence the dependent variable in the confidence level at the 95% or $\alpha = 5\%$ with the hypothesis:

Ho is accepted and Ha is rejected if $F \text{ count} \leq F \text{ table}$

Ho is rejected and Ha accepted if $F \text{ count} \geq F \text{ table}$.

3.6.3.4 The Coefficient of Determination Adjusted Test (Adjusted R²)

The function of the coefficient of determination (R^2) is statistical model that

measures how far the ability of the model to explain variation in the dependent variable. Coefficient of determination (R^2) is computed between 0 and 1. The greater the value indicates the better model. The value of R^2 which might indicate the ability of independent variables in explaining the variation is very limited dependent variables (Sanusi, 2014).

V. CONCLUSION AND SUGGESTION

5.1 Conclusion

The digital era has brought many changes in business industries to improve the way the business itself. To make the brand relevant, The Body Shop realized to improve its digital marketing strategy. Most of the users in digital world is youth or generation Y (Millennials). It turns out to be the new opportunity of The Body Shop to make massive growth by doing market penetration in youth segment. Brand personality is one of the important basis to make a good content in digital marketing that will create good relationship to customer that can lead to brand loyalty.

According to this research, The Body Shop brand personality dimension has positive influence towards the brand loyalty. All of hypothesis in this research are accepted. There are:

1. The first hypothesis (H1) is “Sincerity dimensions positively influences towards brand loyalty in The Body Shop” is accepted. It is shown by t count of sincerity dimension variable has value $2,652 > 1,98$ and it has significance value as $0,016 < 0,05$.
2. The second hypothesis (H2) is “Excitement dimensions positively influences toward brand loyalty in The Body Shop” is accepted. It shown

by t count of excitement dimension variable has value $3,330 > 1,98$ and it has significance $0,001 < 0,05$.

3. The third hypothesis (H3) is “Competence dimension positively influences towards brand loyalty in The Body Shop” is accepted. It is shown by t count of competence dimension variable has value $2,128 > 1,98$ and it has significance $0,032 < 0,05$.
4. The fourth hypothesis (H4) is “Sophistications dimension positively influences towards brand loyalty in The Body Shop” is accepted. It is shown by t count of Sophistications dimension variable has value $2,506 > 1,98$ and it has significance $0,011 < 0,05$.
5. The fifth hypothesis (H5) is “Ruggedness dimension positively influences toward brand loyalty in The Body Shop” is accepted. It is shown by t count of Ruggedness dimension variable has value $2,19 > 1,98$ and it has significance $0,046 < 0,05$.

This research has shown that The Body Shop brand personality has positively influenced the customer towards brand loyalty. By having the excitement brand personality as the major influence in this research, The Body Shop has competitive advantage to take Millennials buyers to have brand loyalty.

5.2 Suggestion

The suggestions have been created which related to the analysis result in this research:

It is advised for The Body Shop especially in Lampung branch to understand which brand personality dimensions that will lead customers towards brand loyalty. This research has gained and processed the data from customers in Lampung. Here are the result and suggestion that will be very beneficial to the company.

- a. The highest brand personality dimension in this research is excitement dimension. This personality has influenced on 56,2% towards brand loyalty. The company should maintain the trendy and up-to-date personality because they are the highest indicators that boost-up the dimension towards brand loyalty. Customers perceive these personalities because The Body Shop always launch new products in every season or special events. The Body Shop should keep launching the new products regularly but the company must be paid attention to the what the current trends are.

Meanwhile, there are some personalities that the company should put more attention in excitement dimension. There are independent, imaginative and spirited. Independent personality is lowest contribution than other indicators in excitement dimensions. Independent personality perceives as the personality which not depending on others or easily influenced by others. The Body shop can bring message of the independent personality or the company can use hashtag as the campaign to represent how independent The Body Shop personality is.

Imaginative is the personality that describes about how the creative the brand to produce and promote its products. The company can combine many fruits or vegetables as main ingredients in order to be more creative. The

company also can involve the customers to choose the ingredients by inviting them to an event for the upcoming products.

Last but not least, the spirited also has low contribution towards brand loyalty in excitement dimension. Spirited personality means that The Body Shop spread has positivity in terms of company values, company works and company engagements to its stakeholders. The researcher suggests to the company to give more information how impactful they are in the community because The Body Shop already has many positive activities but lack of media recognition. The Body Shop can have media partner or send newsletter to its stakeholders to inform how impactful the activities are.

If the company focuses to maximize the independent, imaginative and spirited personalities in excitement dimension. Perhaps, the excitement dimensions can influence towards brand loyalty more than 60%.

- b. Ruggedness dimension are the second most influence toward brand loyalty. It has positively influenced on 21,9% towards brand loyalty. Western personality is the highest personality in the ruggedness dimension. The company originally comes from UK and many ingredients come from various countries. The company should maintain the western personality by using international content in digital or physical marketing. Besides, tough personality also has highest influence after western personality in ruggedness dimension. Tough personality is described as strong personality. Even tough, most of customers are women, The Body Shop can break the women image as soft personality. The company should maintain this personality and improve it by creating powerful message about strong

women in the digital or physical activities with customers. This is the right time for the company to raise the issue because the raise number of feminist.

Outdoorsy and rugged personalities have lower contribution than other indicators in ruggedness dimension. Outdoorsy personality means the personality which love to have adventurous activities. Actually, The Body Shop has many outdoor activities to tackle some environmental issue. The researcher recommends to involve the customers or volunteers not only their employees to take real action in doing outdoor activities with community. Whereas rugged personality has the lowest contribution in ruggedness dimension. Rough personality is described as hard or rough. This personality is not relevant to The Body Shop. Most of respondents did not agree with it.

Maintaining and strengthening the western and tough personality and improving outdoorsy personality can improve the influence of ruggedness dimension toward brand loyalty. Perhaps, it can improve to 25% of influences.

- c. Sophistication dimension is the third highest influence towards brand loyalty in The Body Shop. Feminine and charming are the highest indicators that influence towards brand loyalty. Charming personality is described as likable or attractive. The Body Shop is one of likeable brand because some products are categorized top brand in top brand index 2017. The company should strengthen every marketing mix in order to keep the achievement as top brand.

Feminine personality is perceived as having qualities that associated with woman. Correspondent to tough personality, The Body Shop should be aware to create message in equality of gender issue. If the company is too feminine, it will difficult to influence male customers. The research suggests the company to ensure the content marketing will not focus on female only, but it is more unisex message.

Good-looking personality is the lowest contribution to sophistication dimension. This personality means appealing or captivating. Actually, charming and good-looking almost have similar meaning. The company should strengthen the brand image to be more appealing for loyal customers and potential customers. More appealing the brand, more customers are attractive toward the brand. To increase the appeals of the brand, The Body Shop should combine all the personalities that have positive influence on the brand. Then, make a unique promotion from these personalities such as re-design the store, improve the packaging, or using artificial intelligence for The Body Shop online platform.

5.3 Limitation Research

The limitation research of this research is the sample is not many and only focus on Lampung branch. Besides, this research has resulted that brand personality influenced towards brand loyalty as 48,6%. There will be 51,4% that will influence brand loyalty from other factors. To other researcher who will do further research about brand personality and brand

loyalty, it is advised to have bigger samples if the brand is international brand.

Every brand has different personalities. There might be a chance for further research that will have different result with this research. Brand personality can be perceived differently by many factors like company values, cultural backgrounds and customer's values. Thus, the more diverse samples the research gets, it will give more perspectives to the research result.

It is also advised to other researcher who interested in brand personality topic especially The Body Shop. The next research can explain further analysis about ruggedness dimension in The Body Shop. This dimension is mostly not used by other researchers especially for cosmetic or fashion products, but the result for ruggedness dimension in this research is beyond researcher expectation and what The Body Shop image truly is.

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