

ABSTRAK

Penelitian ini bertujuan untuk melihat bagaimana perbandingan persepsi kepribadian merek (*brand personality*) antara masyarakat umum dan komunitas dengan mengambil studi kasus merek otomotif asal Eropa yaitu BMW dan Volvo. Instrumen penelitian ini menggunakan skala kepribadian merek Aaker (1997) yang terdiri dari lima dimensi.

Responden dalam penelitian ini terbagi kedalam tiga kelompok, yaitu 100 responden masyarakat umum, 100 responden komunitas Volvo, dan 100 responden komunitas BMW. Pengambilan sampel dilakukan pada tiga wilayah di Indonesia, yaitu Jabodetabek, Surabaya dan Bandung. Hasil dari kuesioner penelitian ini kemudian dianalisa dengan menggunakan teknik uji-T (T-test).

Hasil penelitian ini memberikan kesimpulan bahwa secara umum persepsi kepribadian merek antara komunitas dan masyarakat umum identik. Namun dengan beberapa kondisi seperti pengalaman fitur kendaraan dapat mengakibatkan adanya beberapa perbedaan persepsi pada sub-variabel kepribadian merek.

Kata Kunci : Kepribadian Merek (Brand Personality), Merek Otomotif Premium, Persepsi antara Masyarakat Umum dan Komunitas.

ABSTRACT

The main objective of this research is to observe the brand personality perception comparison between the general public and the community by using two European automotive brands : BMW and Volvo as a case study. In this study, researcher utilized Aaker's brand personality scale (1997) which consists of 5 dimension as a research instrument.

Respondents in this research are divided into three groups, the first group is 100 general public respondents, the second group is 100 Volvo community respondents, and the third group is 100 BMW community respondents. Sampling was conducted in three regions in Indonesia : Jabodetabek, Surabaya and Bandung. The results of research questionnaire were analyzed using T-test method.

The result of this research concludes that in general, the perception of brand personality between general public and community are identic. However, in certain conditions such as car features experience may impact the perception differences on certain sub-variables of brand personality.

Keywords : Brand personality, Premium Automotive Brands, Perception between general public and community.