

RELATIONSHIP BETWEEN BRAND PERSONALITY THAT HAVE BEEN DONE BY GOKANA TEPPAN & CONSUMER BRAND LOYALTY

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ABSTRACT

Gokana Teppan as a Japanese restaurant located in Bandung Ciwalk establish brand personality to attract consumers to still be able to remember the brand. In addition, the brand personality is formed in order to differentiate a brand with a competitor's brand, which is expected to create brand loyalty. Therefore, to determine the relationship established by Gokana Teppan between brand personality and brand loyalty, research conducted by distributing questionnaires to consumers Gokana Teppan. The results obtained indicate a strong relationship between brand personality and brand loyalty.

Keywords : brand personality and brand loyalty

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