

ABSTRACT

A brand can be said to be Top of Mind if the company is able to choose the right strategy to use for their target market. A brand that is easy to recognize and remember, and occupies the easiest position to remember in the minds of consumers, is easily differentiated from competitors, thus becoming a source of competitive advantage in the global market. In an increasingly competitive market, companies rely on brand characters to create awareness, convey the main attributes or benefits of products/services, and attract consumers, so that Anthropomorphic Brand Characters that can benefit the brand can be done by building a strong identity and associations that are profitable for the company. This research uses mixed method research with a research approach that uses quantitative and qualitative methods simultaneously. In this research, data and information were collected through filling out questionnaires which were distributed to respondents. Measurements on the questionnaire used a Likert scale starting from (1), namely "strongly agree", (2) "agree", (3) "disagree", (4) "Strongly Disagree". The aim of this research is to confirm/know how Brand Anthropomorphic influences Brand Attitude, influences Perceived enjoyment and how to know that Self Congruence is a moderating variable on Consumer Brand Engagement (CBE), as well as to determine the mediating influence of Value Co-Creation and Brand Attitude in achieving Behavioral Intention. The contribution of this dissertation research is that it is hoped that through Anthropomorphic Brands it can have an influence on property companies in carrying out innovations in their efforts to meet customer needs and desires and through brands they can fulfill customer needs, giving a pleasant impression to customers.

Keywords: *Brand Anthropomorphic, Behavioral Intention, CBE, Brand Attitude, Perceived enjoyment, Value Co-Creation, Self Congruence*

ABSTRAK

Suatu *brand* dapat dikatakan sebagai *Top of Mind* apabila perusahaan mampu memilih strategi yang tepat digunakan untuk target pasar mereka. Merek yang mudah dikenal dan diingat, serta menempati posisi paling mudah di ingat di benak konsumen dengan mudah dibedakan dari para kompetitor, sehingga menjadi sumber keunggulan kompetitif (*competitive advantages*) di pasar global. Dalam pasar yang semakin kompetitif, perusahaan mengandalkan karakter merek untuk menciptakan kesadaran, menyampaikan atribut atau manfaat utama produk/jasa, dan menarik konsumen, sehingga Karakter dengan *Brand Anthropomorphic* yang dapat menguntungkan merek dapat dilakukan dengan membangun identitas yang kuat dan asosiasi yang menguntungkan bagi perusahaan. Penelitian ini menggunakan *Mixed method research* dengan pendekatan penelitian yang menggunakan metode kuantitatif dan kualitatif secara bersamaan. Dalam Penelitian ini pengumpulan data dan informasi di dapatkan melalui pengisian kuisioner yang di sebarakan kepada responden dengan Pengukuran pada kuisioner menggunakan skala Likert yang dimulai dari (1) yaitu “sangat setuju”, (2) “setuju”, (3) “ Tidak setuju”, (4) “Sangat Tidak Setuju”. Tujuan Penelitian ini adalah untuk mengkonfirmasi/mengetahui bagaimana *Brand Anthropomorphic* mempengaruhi *Brand Attitude*, mempengaruhi *Perceived enjoyment* dan bagaimana mengetahui *Self Congruence* menjadi variabel moderasi terhadap *Consumer Brand Engagement* (CBE), serta untuk mengetahui pengaruh mediasi *Value Co-Creation* dan *Brand Attitude* dalam mencapai *Behavioural Intention*. Kontribusi Penelitian disertasi ini diharapkan melalui *Brand Anthropomorphic* dapat memberikan pengaruh bagi perusahaan property dalam melakukan inovasi dalam upayanya memenuhi kebutuhan serta keinginan pelanggan dan melalui merek dapat memenuhi kebutuhan pelanggan, memberikan kesan yang menyenangkan terhadap pelanggan.

Kata Kunci: *Brand Anthropomorphic, Behavioural Intention, CBE, Brand Attitude, Perceived enjoyment, Value Co-Creation, Self Congruence*