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Marketing Major
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**THE IMPACT OF TRANSGRESSION AND BRAND PERSONALITY TO
BRAND RELATIONSHIP STRENGTH**

Moses S Vaswani (1100060833)
Class/ Group:

Abstract

Objective.

The objective of this thesis is the model which is known to be able to explain “The impact of transgression and brand personality to brand relationship strength” The next objective is that the model is known to prove the hypothesis. The other objective is to obtain a conclusion as an answer of the hypothesis.

Method.

The sampling method which has been used in this research is non probability sampling which is convenient sampling. Giving questioners to 100 respondents which consist of students coming from Jakarta. I used experimental research design which uses two treatments. The first treatment is showing two pictures which represent sincere brands and exciting brands. The second one includes an advertisement but is told to the respondents that once the product is manufactured it does not reach the points that have been mentioned in the advertisement. This research will use qualitative research by using statistical analysis such as Anova and Ancova.

Results.

To improve hypothesis based on data analysis which is how the model that is proposed accepted or not in research object.

Key words.

Relationship strength, Transgression, Brand personality, Partner quality, Excitement brand, sincere brand