

The Effect Brand Love And Brand Personality On Brand Loyalty (Study On Member Fans Club Football Manchester United In Indonesia)

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Abstract: This study aims to examine the effect of brand love and brand personality on brand loyalty (Study on Members of the Manchester United Football Club Fans in Indonesia). This study used an initial sample of 120 respondents with a purposive sampling technique and the normality test was carried out with 80 outliers. Then performed an analysis of the data obtained in the form of quantitative data analysis and data collection methods in the form of a questionnaire. Quantitative analysis includes validity and reliability tests, classical assumption tests, analysis and multiple regression. The results show that partially conclude that brand love has a significant effect on brand loyalty, brand personality has a significant effect on brand loyalty, and the results show that the influence of brand personality is greater than brand love. The results showed that simultaneously brand love and brand personality have a significance level of $0.000 < 0.05$, so simultaneously it states that brand love and brand personality have a significant influence on brand loyalty.

Keywords: *Brand Love, Brand Personality, Brand Loyalty*

1. Introduction

The world of sports, especially the development of the football industry in European countries, indirectly affects the mindset of Indonesian football people, from club administrators, coaches, players to community supporters who enjoy football matches. Manchester United Football Club is an English professional football club based at Old Trafford, Greater Manchester, which plays in the English Premier League. Manchester United is the English Premier League club that has the most Facebook followers in the world with a total of 72 million fans, 20 million Twitter, and 30 million Instagram. Manchester United occupies the second position after Arsenal which has a fanbase of 2.4 million. Of these, there are recorded Facebook Fans pages in Indonesia as many as 304 thousand fans, Twitter 763 thousand, and Instagram as many as 248,000. Seen a lot of Indonesian people who like Manchester United. Fans of the Manchester United club in Indonesia vary in appreciating their admiration for their favorite football club, some are supportive by buying Manchester United knick-knacks, some are memorizing songs, and some are always loyal to watch Manchester United football club matches.

The activity of supporting the football club has a very high sense of loyalty to the fans towards their idol club (Siahaan, 2014). Not infrequently a sense of loyalty affects several aspects such as economic, social, and emotional. Supporters who have favorite clubs from Europe by collecting some knick-knacks such as jerseys (costumes), books, player dolls, slayers, and so on. This is due to the association factor of someone who becomes fond of other

people or objects that are associated (associated) with good experiences. A fan has high loyalty because he has a good experience that makes him a fan of his idol.

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According to Prasetyo and Ihalauw (Yasri et al., 2014) brand loyalty is a behavioral response (i.e. buying behavior) that is biased (not random), which is expressed within a certain period by the decision-making unit with one or more brand alternatives selected from a set of brands and is a function of psychological processes (decision making).

Carroll and Ahuvia (Ubud and Ubud, 2016) state that brand love is "the degree of emotional desire that accompanies consumer satisfaction with a particular brand". Whang et al, (Ubud and Ubud 2016) added that "Empirical verification of brand love as an essential factor in increasing brand loyalty".

According to Prasetyo and Ihalauw (Yasri et al., 2014) brand personality is often the basis of consumers' long-term relationships with brands. If the brand personality and community personality are very strong then brand loyalty is also high, otherwise, if the brand personality is not following the personality of community members then brand loyalty is also low.

According to Prasetyo and Ihalauw (Yasri et al., 2014) brand loyalty is a behavioral response (i.e. buying behavior) that is biased (tidal random), which is expressed within a certain period by the decision-making unit concerning one or more brand alternatives selected from a set of brands and is a function of psychological processes (decision making).

The purpose of this study is to analyze and determine the effect of brand love and brand personality on brand loyalty.

1.1. Literature Review

1.1.1. Brand Love

Carroll and Ahuvia (Ubud and Ubud, 2016) state that brand love is "the degree of emotional desire that accompanies consumer satisfaction with a particular brand". According to Whang, et al., (Ubud and Ubud, 2016) suggest empirical verification of brand love is an essential factor in increasing brand loyalty; The three dimensions of love are passion, possessiveness, and altruism.

Based on the above understanding, the author concludes that brand love shows as a form of satisfaction or emotion that a person feels towards a brand, where feelings of love arise from a person's desire to continually use the brand.

1.1.2. Brand Personality

According to Prasetyo and Ihalauw (Yasri et al., 2014) brand personality is often the basis of consumers' long-term relationships with brands. The research of Kuenzel & Halliday (2010), Malar et al, (2011), and Bouhrel (2011) added that brand reputation and consistency affect brand personality, which in turn also affects brand loyalty.

According to Aaker (Yasri et al., 2014), there are 5 well-known dimensions forming brand personality called "the big five" namely sincerity, joy, competence, sophistication, and toughness. The sincerity or sincerity dimension consists of sub-dimensions, such as humble, honest, natural (natural), friendly, cheerful, kinship, real (as is), healthy, and sentiment. Based on the research above, the authors conclude that brand personality is something that represents the personality of consumers who are associated with a brand. Personality shows a trait, expression, and characteristics of a person as well as daily habits.

1.1.3. Brand Loyalty

According to Prasetyo and Ihalauw (Yasri et al., 2014) brand loyalty is a behavioral response (i.e. buying behavior) that is biased (tidal random), which is expressed within a certain period by the decision-making unit with one or more brand alternatives selected from a set of brands and is a function of psychological processes (decision making).

The definition of brand loyalty is also stated by Seherbanoglu (2012). This opinion explains that brand loyalty shows behavior that tends to prefer one or more brands among other brands that are available and can be purchased by consumers. Brand loyalty is seen from the behavioral tendency to continue to choose and use a brand even though consumers are also faced with many other brands. Based on the above understanding, the authors conclude that brand loyalty is more aimed at behavior as a form of loyalty to the brand and causes a behavior change.

1.2. Framework

1.2.1. The Effect of Brand Love on Brand Loyalty

A person's love for a brand or an object will certainly test his loyalty to the brand. Based on previous research conducted by Ubud and Ubud (2016) with the title "Brand Relationship Quality Strategy, Commitment, Love for Brand Loyalty in Franchise Restaurants", this study resulted in a significant influence between brand love and brand loyalty. The higher the customer's love for the product, the higher the customer's loyalty to the product. This indicates that the customer has a very close relationship that underlies the customer to continue a good relationship in the long term with the restaurant. This behavior can be said as a close customer love, interest, and high desire to remain loyal to the brand. From the description above, the first hypothesis can be formulated, namely:

1.2.2. The Influence of Brand Personality on Brand Loyalty

Brand personality coexists with the existence of a brand created by the company itself, of course, wants to provide a brand characteristic by looking at certainly diverse market competitiveness. Brand personality is certainly closely related to brand loyalty, however, brand loyalty of an item is tested for the brand personality.

Based on previous research conducted by Yasri, Rahmiati, and Devi (2013) with the title "The Influence of Brand Community and Brand Personality on Oriflame Brand Loyalty in

Padang City", based on the results of the study it is known that brand personality) has a significant effect on loyalty. This means that brand personality is very influential on the level of brand loyalty. If brand loyalty is to be increased, then brand personality must be increased. The suitability of brand personality is very influential on brand loyalty itself.

1.2.3. The Influence of Brand Love and Brand Personality on Brand Loyalty

The love for a brand goes hand in hand with the brand personality itself. High brand personality will lead to a person's love for the brand so that it will affect his loyalty to the brand itself. Based on previous research by Ubud and Yasri, (2014) Empirical verification of brand love is an essential factor in increasing brand loyalty, including by increasing passion, possessiveness, and altruism. Personality is often the basis of long-term relationships, if the attitude and sense of desire in the personality are strong, then brand loyalty is also high. Thus Brand Love and Brand Personality together will increase, hence Brand Loyalty will be higher.

2. Research Method

Research Methods according to Sugiyono (2017: 2) are "Scientific ways to get data with certain goals and uses. The scientific method means that research activities are based on scientific characteristics, namely rational, empirical, and systematic. Researchers used quantitative methods with associative design.

According to Sugiyono (2017:136) "Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics set by researchers to be studied and then drawn conclusions". The population is a combination of all elements that have a similar set of characteristics that cover the universe for the benefit of research problems (Malhotra 2010). In this study, the population was used as members of the Manchester United Fan Club in Indonesia.

Malhotra in Nurhayani, et al (2017) said that the sample is a sub-group of population elements selected to participate in the study. The sample is part of the population that is taken through certain ways that represent the population. In drawing the number of samples, if the total population is not known with certainty, the sample is obtained from the number of question items multiplied by five. Therefore, the sample size of this study is the number of statements $\times 5 = 15 \times 5 = 75$, so the minimum number of respondents needed for research after the validity test is 75 respondents. As a precaution, 120 respondents were collected and this number was reduced to 80 respondents due to outlier cleaning.

The dependent variable or the dependent variable, the researcher uses brand loyalty, and for the independent variable or independent variable, namely brand love and brand personality. The analysis technique used is multiple linear regression analysis, partial test, and simultaneous test.

3. Results And Discussion

3.1. Research Instrument Test

Table 1.
Validity Test Results

Variabel	N of items	Information
Brand love (X ₁)	5	Valid

Brand personality (X₂)	5	Valid
Brand loyalty (Y)	5	Valid

Source: Processed Data

Table 2.
Reliability Test Results

No	Variabel	Nilai Cronbach's Alpha	Ratio Rule Of Thumb Normally	Information
1	Brand love (X ₁)	0,739	0,219	Reliabel
2	Brand personality (X ₂)	0,800	0,219	Reliabel
3	Brand loyalty (Y)	0,847	0,219	Reliabel

Source: Processed Data

3.2. Classic assumption test

Table 3.
Data Normality Test Results

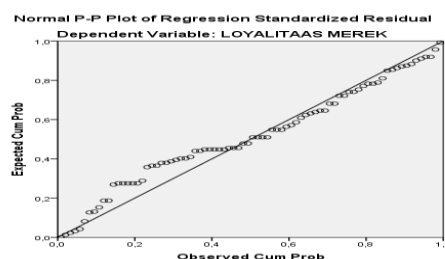
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		80
Normal Parameters ^{a, b}	Mean	,0000000
	Std. Deviation	2,11851609
Most Extreme Differences	Absolute	,131
	Positive	,053
	Negative	-,131
Kolmogorov-Smirnov Z		1,172
Asymp. Sig. (2-tailed)		,128

a. Test distribution is Normal.
b. Calculated from data.

Source: Processed Data

Table 3 above is re-tested with the normality test of the missing sample due to data outliers and transformed using the natural logarithm so that the latest sample becomes 80 respondents.

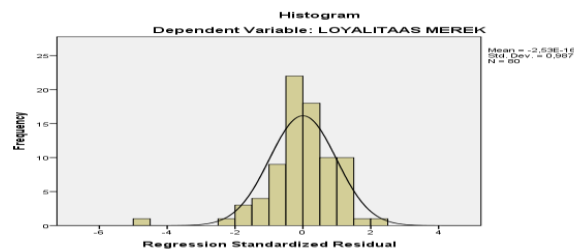
Figure 1. Data Normality Test Results



Source: Processed Data

The test results show that some of the distribution points are not far from the diagonal line or follow the direction of the diagonal line. This means that the regression model is normally distributed.

Graph 1. Data Normality Test Results



Source: Processed Data

The results of the Histogram Normality Test provide a distribution pattern with a graph that forms a bell and follows the diagonal line, which means that the normality test is met or the data is normally distributed.

Table 4.
Multicollinearity Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	373,389	2	186,695	40,544	,000 ^b
	Residual	354,561	77	4,605		
	Total	727,950	79			

a. Dependent Variable: LOYALITAAS MEREK

b. Predictors: (Constant), PERSONALITAS MEREK, KECINTAAN MEREK

Source: Processed Data

Based on the results of the table above, it can be seen that the Tolerance value is $0.371 > 0.10$ and for the Variable Inflation Factor (VIF) value of $2.692 < 10.00$, it can be stated that there are no symptoms of multicollinearity.

Table 5.
Heteroscedasticity Test Results (Glesjer)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,676	1,502		4,445	,000
	KECINTAAN MEREK	-,080	,107	-,129	-,747	,457
	PERSONALITAS MEREK	-,153	,097	-,271	-1,569	,121

a. Dependent Variable: RES2

Source: Processed Data

Based on the table above, the results of the regression between the independent variables and their absolute residuals show that the coefficients of each independent variable are not significant (significant level > 0.05). So it is not a problem of heteroscedasticity.

3.3. Model Accuracy Test

Table 6.
F-Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	373,389	2	186,695	40,544	,000 ^b
	Residual	354,561	77	4,605		
	Total	727,950	79			

a. Dependent Variable: LOYALITAAS MEREK

b. Predictors: (Constant), PERSONALITAS MEREK, KECINTAAN MEREK

Source: Processed Data

Based on the output above, the F-value is 40,544 then this value will be compared with the Ftable value with a significant level of 5%, the number of samples $N = 80$, and the numerator $df (k-2)$ or (NK) or $(80-2) = 78$. Then it is obtained Ftable value is 3.11. It was found that F-value is greater than Ftable ($40.544 > 3.11$) so that H_0 is rejected and H_a is accepted, meaning that there is a significant influence of Brand Love (X_1) and Brand Personality (X_2) factors simultaneously (together) on variables related to Brand Loyalty (Y) Member of Manchester United Fans in Indonesia.

Table 7.
Results of the coefficient of determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.716 ^a	.513	.500	2,14585

a. Predictors: (Constant), PERSONALITAS MEREK, KECINTAAN MEREK

Source: Processed Data

Based on the table above, the value of the coefficient of multiple determination (R^2) r square is 0.513. It can be interpreted that the amount of Brand Love (X_1) and Brand Personality (X_2) affects 51.3% of Brand Loyalty (Y) while the remaining 49.7% is influenced by other factors. Other factors that influence Brand Loyalty according to Sudaryano (2016) include reducing marketing costs, increasing trade or sales, and attracting customer interest.

Table 8.
Results of Multiple Linear Regression Analysis

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	2,409	2,258		1,067
	KECINTAAN MEREK	,334	,161	,270	2,071
	PERSONALITAS MEREK	,541	,146	,483	3,699

a. Dependent Variable: LOYALITAAS MEREK

Source: Processed Data

Based on the table above, it can be seen the relationship between the independent variable and the dependent variable can be formulated in the following equation:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

$$Y = 2.409 + 0.334X_1 + 0.541X_2 + e$$

The constant $0 = 2.409$ states that if brand love and brand personality are equal to zero and there is no change, then brand loyalty is 2.409. The regression coefficient $b_1 = 0.334$ states that if brand love and brand personality are equal to zero, then brand loyalty is 0.334. The regression coefficient value of brand love is 0.334, which means that for every one unit increase, brand love will increase brand loyalty by 0.334. The regression coefficient $b_2 = 0.541$ states that if brand love and brand personality are equal to zero, then brand loyalty is 0.541.

The regression coefficient value of brand personality is 0.541, which means that for every one unit increase, brand personality will increase brand loyalty by 0.541.

Table 9.
t-test results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	2,409	2,258		,289
	KECINTAAN MEREK	,334	,161	,270	,042
	PERSONALITAS MEREK	,541	,146	,483	,000

a. Dependent Variable: LOYALITAS MEREK

Source: Processed Data

The Effect of Brand Love (X1) variable on Brand Loyalty (Y) In table 4.36 the results of the t-test of the brand love variable (X1) on brand loyalty (Y) show that the t-value is 2.071 > t-table 1.66437. So it can be concluded that brand love has a significant effect on brand loyalty so that in this case Ho is rejected and Ha is accepted. This means that partially there is a significant influence between brand love and brand loyalty.

The influence of the Brand Personality variable (X2) on Brand Loyalty (Y). In Table 9, the results of the t-test of the brand personality variable (X2) on brand loyalty (Y) show that the t-value is 3.699 > t-table 1.66437. So it can be concluded that brand personality has a significant effect on brand loyalty so that in this case Ho is rejected and Ha is accepted. This means that partially there is a significant influence between brand personality and brand loyalty.

3.4. Discussion of the Results of Data Analysis (Proof of Hypotheses)

3.4.1. First Hypothesis

After partial testing was done and obtained DK = n-2 (80-2=78). The hypothesis can be accepted if t-value > t-table. Based on the ANOVA table above, it is obtained for Brand Love is t-value > t-table = (2,071 > 1,664), and the significance level is 0.042 < 0.05. Thus, the hypothesis is that there is a positive and significant influence between Brand Love and Brand Loyalty by Members of the Manchester United Football Fan Club in Indonesia. Empirical verification of brand love is an essential factor in increasing brand loyalty, including by increasing passion, possessiveness, and altruism. The results of this study are in line with the research of Ubud and Ubud, (2016) which found that brand love affects brand loyalty.

3.4.2. Second hypothesis

After partial testing was done and obtained DK = n-2 (80-2=78). The hypothesis can be accepted if t-value > t-table. Based on the ANOVA table above, it was obtained for Brand Personality that t-value > t-table = (3.699 > 1.664), and a significance level of 0.000 < 0.05. Thus, the hypothesis is that there is a positive and significant influence between Brand Personality on Brand Loyalty in Manchester United Fan Members in Indonesia. . Personality is often the basis of long-term relationships, if the attitude and sense of desire in the personality are strong, then brand loyalty is also high. The results of this study are in line with research (Yasri et al., 2014) which found that brand personality affects brand loyalty.

3.4.3. Third hypothesis

After simultaneous testing is done, it is obtained $df = n-k-1$ ($80-2-1 = 77$). The hypothesis can be accepted if $F\text{-value} > F\text{-table}$. Based on the ANOVA table above, it is obtained that Brand Loyalty is ($40.544 > 3.11$), thus the hypothesis is that there is a positive and significant influence between Brand Love and Brand Personality together on Brand Loyalty in Manchester United Fan Members in Indonesia. Empirical verification of brand love is an essential factor in increasing brand loyalty, including by increasing passion, possessiveness, and altruism. Personality is often the basis of long-term relationships, if the attitude and sense of desire in the personality are strong, then brand loyalty is also high. Thus Brand Love and Brand Personality together will increase, hence Brand Loyalty will be higher. The results of this study are in line with research (Ubud and Yasri, 2014).

4. Conclusion

Based on the results of research and discussion conducted by researchers regarding the influence of Brand Love and Brand Personality on Brand Loyalty, the study of Manchester United Football Fan Club Members in Indonesia, profitability of Brand Love with a significance level of $0.042 < 0.05$, so partially the Brand Love variable has a significant effect on Brand Loyalty. The Brand Personality profitability variable with a significance level of $0.000 < 0.05$, so partially the Brand Love variable has a significant effect on Brand Loyalty.

The results of the F test show that Brand Love and Brand Personality together affect Brand Loyalty with a significance level of $0.000 < 0.05$, this means that there is a significant effect between Brand Love and Brand Personality together.

Based on the conclusions that have been made, the suggestions that can be given in this study are: efforts to increase Love for Club Manchester United because these variables affect brand loyalty. Efforts to increase the Personality of Club Manchester United because these variables affect brand loyalty. Efforts to increase Love for Club Manchester United and efforts to increase Personality because these two variables affect brand loyalty.

For further researchers it is recommended to add independent variables or replace objects and variables, the aim is to increase the coefficient of determination so that variations in brand loyalty can be increased and explained better.

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