

ABSTRACT

This research aims to analyze the influence of Individual Personality, Brand Personality, and Corporate Personality factors on Customer Preference among users of Dettol Antiseptic soap brand who have switched to other brands. Individual Personality, Brand Personality, and Corporate Personality are used as independent variables, while Customer Preference is the dependent variable.

The sample for this study consists of 97 individuals who are current users of Dettol Antiseptic soap brand but have switched to other soap brands, residing in Semarang. Data for this research were collected through questionnaires and analyzed using the SPSS program.

The results of this study indicate that Individual Personality has a positive and significant impact on Brand Switching. The research also shows a positive and significant relationship between Brand Personality and Customer Preference. Furthermore, Corporate Personality was found to have a significant positive influence on Customer Preference.

Keywords: : Individual Personality, Brand Personality, Corporate Personality, Customer Preference