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Abstract

This study aim to test direct and indirect influence between brand personality to brand trust, brand attachment and brand commitment; brand trust to brand attachment and brand commitment; brand attachment to brand commitment on motor vehicle insurance Garda Oto in Surabaya.

This study using Structural Equation Modeling (SEM) AMOS is a set of statistical techniques that allow testing of a series of relatively pure relationship “complicated” simultaneously composed of Measurement Model and Structural Model. In measurement Model will be seen validity of the data that has been made while the Structural Model will be seen the degree of influence of each variable studied and goodness of fit of the model used in this study. The number of samples in this study was 140 respondents.

This study showed there is an influence between brand personality to brand trust, brand attachment and brand commitment; brand trust to brand attachment; brand attachment to brand commitment on motor vehicle insurance Garda Oto in Surabaya. While influence between brand trust and brand attachment rejected.

Keywords: brand personality, brand trust, brand attachment, brand commitment.



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FOREWORD

This Proceeding is a compilation of papers submitted for **The 9th International Annual Symposium on Management** conducted by the Department of Management, Faculty of Business and Economics, Universitas Surabaya. This year's theme of the symposium is Innovation And Best Practices In Business Management: "How To Enhance Organizational Effectiveness On Free Trade Area In Asia?"

In this opportunity, we would like to share our grateful to the institution (national and abroad) who send their lecturer or researcher to our symposium.

This symposium is to provide a sharing forum for researchers, academics, and practitioners engaged in basic and applied research in Free Trade Area Agreement in Asia opens up opportunities while increasing competition among enterprises. Therefore, every business entity must have a certain comparative advantage so that it can run a strategic role for competition in the business world. This condition requires every business entity in Asia to accelerate growth and changes, and to develop capacity to be able to survive. In order to achieve that acceleration, those business entities must have much innovation and the best business practice that can provide a long term competitiveness (futuristic) more than today market demands, and that can resist recession (Recession Proof). Those Innovation and business practices are supported by the efforts of strategic alliances in a network with various business entities as well as by conducting a Strategic Benchmarking for an increase in the effectiveness of the enterprise and the ability to compete in the business world.

Finally, we hope that this compilation of papers, ranging from a conceptual work to an empirical research can enrich our perspective in corporate governance theory and practices.

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