

ABSTRACT

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EMOTIONAL BRAND ATTACHMENT AND BRAND LOVE: THE EMOTIONAL BRIDGES IN THE PROCESS OF TRANSITION FROM SATISFACTION TO LOYALTY FOCUSING ON SAMSUNG'S EMOTIONAL MARKETING

This study aims to analyze the positive effect of brand satisfaction on brand loyalty, to analyze the positive effect of brand love on brand loyalty, to analyze the positive effect of emotional brand attachment on brand loyalty, to analyze the positive effect of brand satisfaction on customer loyalty, to analyze the positive effect of brand loyalty on customer loyalty, to analyze the positive effect of emotional brand attachment on customer loyalty. This research takes 4 months, from August 2021 until November 2021. Data collection methods used questionnaires, through online (by google form). From the questionnaire returned and processed a number of 300 respondents. This research uses the quantitative methods with SPSS and SEM AMOS programs. This research used 5 variables that are emotional brand attachment, brand love, brand satisfaction, customer loyalty, brand loyalty. The result of this research showed Hypothesis 1 in this study is that brand satisfaction has an effect on brand loyalty. From the data processing, it is known that the CR (Critical Ratio) value for the influence between the brand satisfaction variables on brand loyalty is 2,001 with a P (Probability) value of 0.049. Hypothesis 2 in this study is that brand love has an effect on brand loyalty. From data processing, it is known that the CR (Critical Ratio) value for the influence of the brand love variable on brand loyalty is 2,003 with a P (Probability) value of 0.048. Hypothesis 3 in this study is that emotional brand attachment has an effect on brand loyalty. From data processing, it is known that the CR (Critical Ratio) value for the influence between emotional brand attachment variables on emotional brand loyalty is 2,015 with a P (Probability) value of $0.047 < 0.05$. Hypothesis 4 in this study is that brand satisfaction has an effect on customer loyalty. From data processing, it is known that the CR (Critical Ratio) value for the influence of brand satisfaction variables on customer loyalty is 3,405 with P (Probability) value of 0.016. Hypothesis 5 in this study is that brand loyalty has an effect on customer loyalty. From the data processing, it is known that the CR (Critical Ratio) value for the influence of the brand love variable on customer loyalty is 2,102 with a P (Probability) value of $0.045 < 0.05$. Hypothesis 6 in this study is that emotional brand attachment has an effect on customer loyalty. From data processing, it is known that the CR (Critical Ratio) value for the influence between emotional brand attachment variables on customer loyalty is 2,336 with a P (Probability) value of 0.037.

Keywords: *brand satisfaction, brand love, emotional brand attachment, brand loyalty, customer loyalty.*