

## ABSTRAK

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### **PENGARUH *BRAND IDENTIFICATION*, *SELF IMAGE EXPRESSION*, *SENSE OF NATURAL*, *LAYOUT POSITIVELY*, *BRAND PASSION*, *BRAND LOVE*, *BRAND PRIDE* TERHADAP *BRAND LOYALTY* RICHEESE FACTORY**

(xi + 213 halaman, 3 gambar, 21 tabel)

Eksistensi *Richeese Factory* pada restaurant cepat saji masih kalah dengan *Mc Donald's* dan *KFC*, hal ini dapat dilihat dari grafik tentang daftar Restoran Cepat Saji Favorit Anak Muda yang menunjukkan bahwa *Richeese Factory* berada pada urutan ketiga masih kalah dibandingkan dengan *Mc Donald's* dan *KFC*. Penelitian ini hendak menguji dan menganalisa apakah terdapat pengaruh positif *Brand identification*, *Self-image expression*, *Sense of natural environment*, *Layout positively* terhadap *brand passion*, apakah terdapat pengaruh positif *Brand identification*, *Self-image expression*, *Sense of natural environment*, *Layout positively* terhadap *brand love*, apakah terdapat pengaruh positif *Brand identification*, *Self-image expression*, *Sense of natural environment*, *Layout positively* terhadap *brand pride*, dan apakah terdapat pengaruh positif *Brand identification*, *Self-image expression*, *Sense of natural environment*, *Layout positively*, *Brand passion*, *Brand love*, *Brand pride* terhadap *brand loyalty*. Sebanyak 239 konsumen yang pernah membeli di *Richeese Factory* minimal 3 kali diambil sebagai sampel dengan teknik analisis menggunakan Smart PLS. Berdasarkan pada hasil analisis dapat disimpulkan bahwa *Brand Identification* tidak berpengaruh terhadap *Brand Passion*, *Brand Identification* berpengaruh positif terhadap *Brand Love*, *Brand Identification* berpengaruh positif terhadap *Brand Pride*, *Brand Identification* berpengaruh positif terhadap *Brand Loyalty*, *Self-Image Expression* berpengaruh positif terhadap *Brand Passion*, *Self-Image Expression* berpengaruh positif terhadap *Brand Love*, *Self-Image Expression* berpengaruh positif terhadap *Brand Pride*, *Self-Image Expression*, *Sense Of Natural Environment*, *Layout Positively*, *Brand Passion*, *Brand Love* berpengaruh positif terhadap *Brand Loyalty*, *Sense Of Natural Environment* berpengaruh positif terhadap *Brand Passion*, *Sense Of Natural Environment* dan *Layout Positively* berpengaruh positif terhadap *Brand Love*, *Sense Of Natural Environment* berpengaruh positif terhadap *Brand Pride*, *Layout Positively* tidak berpengaruh terhadap *Brand Passion*, *Layout Positively* tidak berpengaruh terhadap *Brand Pride*, *Brand Pride* tidak berpengaruh terhadap *Brand Loyalty*.

Kata Kunci: *Brand Passion*, *Brand Love*, *Self-Image Expression*, *Sense Of Natural Environment*, *Brand Loyalty*.

## **ABSTRACT**

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### **THE EFFECT OF BRAND IDENTIFICATION, SELF IMAGE EXPRESSION, SENSE OF NATURAL, LAYOUT POSITIVELY, BRAND PASSION, BRAND LOVE, BRAND PRIDE ON RICHEESE FACTORY BRAND LOYALTY**

(xi + 213 pages, 3 figures, 21 tables)

*The existence of Richeese Factory in fast food restaurants is still inferior to Mc Donald's and KFC, this can be seen from the chart on the list of Young People's Favorite Fast Food Restaurants which shows that Richeese Factory is in third place, still losing compared to Mc Donald's and KFC. This study wants to test and analyze whether there is a positive influence of Brand identification, Self-image expression, Sense of natural environment, Layout positively on brand passion, is there a positive influence of Brand identification, Self-image expression, Sense of natural environment, Layout positively on brand love, is there a positive effect of Brand identification, Self-image expression, Sense of natural environment, Layout positively on brand pride, and is there a positive influence of Brand identification, Self-image expression, Sense of natural environment, Layout positively, Brand passion, Brand love, Brand pride towards brand loyalty. A total of 239 consumers who had purchased at Richeese Factory at least 3 times were taken as samples using the Smart PLS analysis technique. Based on the results of the analysis, it can be concluded that Brand Identification has no effect on Brand Passion, Brand Identification has a positive effect on Brand Love, Brand Identification has a positive effect on Brand Pride, Brand Identification has a positive effect on Brand Loyalty, Self-Image Expression has a positive effect on Brand Passion, Self - Image Expression has a positive effect on Brand Love, Self-Image Expression has a positive effect on Brand Pride, Self-Image Expression, Sense Of Natural Environment, Layout Positively, Brand Passion, Brand Love has a positive effect on Brand Loyalty, Sense Of Natural Environment has a positive effect on Brand Passion, Sense Of Natural Environment and Layout Positively have a positive effect on Brand Love, Sense Of Natural Environment has a positive effect on Brand Pride, Layout Positively has no effect on Brand Passion, Layout Positively has no effect on Brand Pride, Brand Pride has no effect on Brand Loyalty.*

**Keywords:** *Brand Passion, Brand Love, Self-Image Expression, Sense Of Natural Environment, Brand Loyalty.*