

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui apakah *corporate branding* yang terdiri dari *corporate association*, *corporate atcitivites*, *corporate value*, dan *corporate personalities* terhadap *emotional attachment* dan Untuk mengetahui apakah *emotional attachment* berpengaruh terhadap brand loyalty.

Populasi dalam penelitian ini adalah konsumen generasi Y yang menggunakan konsimen wardah. Sampel yang diambil dalam penelitian ini adalah sebagian konsumen generasi Y yang menggunakan konsimen wardah yang berjumlah 270 orang. Analisis data dalam penelitian ini menggunakan metode SEM.

Hasil penelitian ini membuktikan bahwa *corporate branding* yang terdiri dari *corporate association*, *corporate atcitivites*, *corporate value*, dan *corporate personalities* berpengaruh positif signifikan terhadap *emotional attachment* dan *emotional attachment* berpengaruh positif signifikan terhadap brand loyalty
Kata Kunci : ***corporate branding, emotional attachment dan brand loyalty***

ABSTRACT

The purpose of this study was to determine what corporate branding consisted of corporate association, corporate effectiveness, corporate value, and corporate personalities towards emotional attachment and to determine whether emotional attachment had an effect on brand loyalty.

The population in this study is generation Y consumers who use wardah consensus. The samples taken in this study are some of the generation Y consumers who use wardah consensus which amounts to 270 people. Data analysis in this study using the SEM method.

The results of this study prove that corporate branding which consists of corporate association, corporate innovation, corporate value, and corporate personalities has a significant positive effect on emotional attachment and emotional attachment and has a significant positive effect on brand loyalty.

Keywords: corporate branding, emotional attachment and brand loyalty