

ABSTRACT

ANALISIS *BRAND LOVE* PADA *BRAND STREETWEAR*

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Hubungan yang paling kuat secara emosional antara pelanggan dan merek mereka adalah *brand love* (cinta merek). Penelitian ini bertujuan untuk menganalisis *brand love* pada pembeli produk *streetwear*. Pengumpulan data pada penelitian ini dilakukan secara empiris dengan cara menyebarkan survei online kepada 131 responden. Hasil dari penelitian ini menunjukkan bahwa *brand love* pada konsumen *streetwear* berpengaruh positif dan signifikan terhadap *self-esteem*, *susceptibility to normative influence* dan *brand loyalty*. Selain itu, *susceptibility to normative influence* berpengaruh positif dan signifikan terhadap *brand loyalty* merek pada konsumen *streetwear*. Penelitian ini menunjukkan bahwa merek *streetwear* tidak hanya harus mempublikasikan produk yang unik dan beragam, tetapi juga harus mempertimbangkan hubungan antara konsumen dan komunitasnya dalam pengembangan produknya.

Keywords: *Brand love, brand loyalty, self-esteem, susceptibility to normative influence, streetwear.*



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The most emotionally powerful link between customers and their brands is brand love. This study aims to analyze brand love on streetwear product buyers. The data were collected empirically by distributing online surveys to 131 respondents. The results showed that brand love of streetwear consumers had a positive and significant impact on SE, SNI and brand loyalty. In addition, SNI had a positive and significant influence on the brand loyalty of streetwear consumers. This research shows that streetwear brands not only have to publish unique and diverse products, but they also have to consider the relationship between consumers and their communities in the development of their products.

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