

## ABSTRAK

Setiap perusahaan tentu menyadari pentingnya memiliki merek yang kuat. Perusahaan yang mempunyai merek yang kuat akan mampu bersaing dalam industri yang dihadapinya. Perkembangan bisnis di Indonesia belakangan ini semakin lama semakin meningkat dan semakin ketat dalam persaingan, salah satunya adalah UMKM (Usaha Mikro, Kecil, Menengah). PT. Kreasi Intan Nusantara (KIN) merupakan perusahaan maupun pelaku UMKM yang bergerak di industri ekonomi kreatif memiliki unit usaha yaitu KoKe (Kopi Kreatif). KoKe merupakan sebuah merek yang berasal dari kota Yogyakarta yang melakukan pengolahan kopi *defect* menjadi berbagai produk kreatif. Namun, selama tiga tahun terakhir (2019-2021) terjadi penurunan laba penjualan. Setelah dilakukan pra-survey pada bulan Maret 2022, 58,7% responden tidak pernah mendengar produk pengharum mobil KoKe. Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh antar variabel, seperti *emotional brand attachment*, *brand credibility*, *customer-based brand equity*, dan *customer satisfaction*. Penelitian ini merupakan penelitian kuantitatif. Data diambil dengan menggunakan kuesioner yang sistematis dan terstruktur. Data yang didapat kemudian dianalisis dengan menggunakan analisis faktor dan pendekatan *structural equation modeling* (SEM). Dari analisis yang didapatkan terlihat bahwa variabel *customer satisfaction* didominasi oleh kesadaran *customer* terhadap merek, puas atas kualitas produk, sehingga membuat para *customer* menjadi loyal terhadap merek. Selain itu dapat disimpulkan bahwa masing-masing variabel *brand credibility* dan *customer satisfaction* secara langsung berpengaruh signifikan terhadap *customer-based brand equity* secara partial. Terdapat juga adanya pengaruh secara langsung dan signifikan antara *emotional brand attachment* terhadap *brand credibility*. Variabel *emotional brand attachment* juga secara langsung berpengaruh positif dan signifikan terhadap *customer satisfaction*. Kedua variabel *brand credibility* dan *customer satisfaction* masing-masing memediasi pengaruh *emotional brand attachment* secara tidak langsung terhadap *customer-based brand equity*.

**Kata Kunci:** *brand credibility*, *customer-based brand equity*, *customer satisfaction*, *emotional brand attachment*, *SEM*

## ABSTRACT

Every company certainly realizes the importance of having a strong brand. Companies that have strong brands will be able to compete in the industry they face. The development of business in Indonesia lately has been increasing and getting tougher in competition, one of which is UMKM (Micro, Small, and Medium Enterprises). PT. Kreasi Intan Nusantara (KIN) is a company or MSME actor engaged in the creative economy industry with a business unit, KoKe (Creative Coffee). KoKe is a brand from Yogyakarta, where it processes defective coffee into various creative products. However, for the last three years (2019-2021), sales profit has declined. After conducting a pre-survey, 58.7% of respondents had never heard of KoKe car fragrance products. This study aims to determine the effect between variables, such as emotional brand attachment, brand credibility, customer-based brand equity, and customer satisfaction. This influence is seen in finding the right marketing strategy for KoKe products. This research is quantitative. Data was collected using a systematic and structured questionnaire. The data were then analyzed using factor analysis and the structural equation modeling (SEM) approach. From the analysis, the variable customer satisfaction is dominated by customer awareness of the brand and satisfaction with product quality, thus making customers loyal to the brand. Besides that, it can be concluded that each variable of brand credibility and customer satisfaction partially has a direct, significant effect on customer-based brand equity. There is also a direct and significant influence between emotional brand attachment to brand credibility. The emotional brand attachment variable also positively and significantly affects customer satisfaction. The two variables of brand credibility and customer satisfaction indirectly mediate the impact of emotional brand attachment on customer-based brand equity.

*Keywords: brand credibility, customer-based brand equity, customer satisfaction, emotional brand attachment, SEM*