

**PENGARUH *EMOTIONAL BRANDING* DAN *BRAND PERSONALITY* TERHADAP *BRAND LOYALTY***  
**(Studi pada Pelanggan *YOU Beauty* yang tergabung dalam Komunitas *BeYOUty Gang Indonesia*)**

**SKRIPSI**

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang Sarjana  
Pendidikan Program Studi Pendidikan Bisnis



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**PENGARUH *EMOTIONAL BRANDING* DAN *BRAND PERSONALITY* TERHADAP *BRAND LOYALTY***  
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Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelar Sarjana Pendidikan pada Program Studi Pendidikan Bisnis

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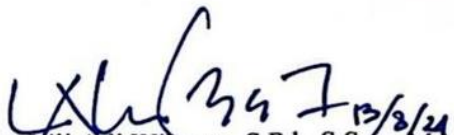
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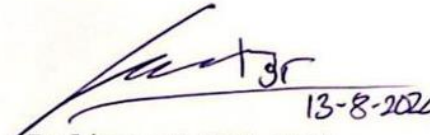
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(Studi pada Pelanggan *YOU Beauty* yang tergabung  
dalam Komunitas *BeYOUty Gang Indonesia*)**

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## PERNYATAAN KEASLIAN SKRIPSI

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Menyatakan dengan sesungguhnya bahwa skripsi dengan judul "**Pengaruh *Emotional Branding* dan *Brand Personality* terhadap *Brand Loyalty* (Studi pada pelanggan *YOU Beauty* yang tergabung dalam komunitas *BeYOUty gang indonesia*)** ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, saya siap menanggung risiko dan sanksi yang dijatuhkan kepada saya apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya yang saya buat ini.

Bandung, Agustus 2024

Yang membuat pernyataan,



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## ABSTRAK

Mutiara Mulkillah (20013300) “**Pengaruh *Emotional Branding* dan *Brand Personality* Terhadap *Brand Loyalty* (Studi pada Pelanggan YOU Beauty yang tergabung dalam Komunitas BeYOUty Gang)**” di bawah bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., MM. dan Lisnawati, S.Pd., M.M.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh dari *Emotional Branding* dan *Brand Personality* terhadap *Brand Loyalty* pada pelanggan YOU Beauty. Penelitian ini menggunakan jenis penelitian deskriptif dan verifikatif dengan pendekatan kuantitatif. Metode yang digunakan pada penelitian ini adalah *simple random sampling* dengan ukuran sampel sebanyak 200 responden yang merupakan pelanggan YOU Beauty yang tergabung dalam komunitas beYOUty Gang Indonesia. Data diolah secara statistik menggunakan metode *Structural Equation Modelling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa gambaran *emotional branding*, *brand personality* dan *brand loyalty* berada di kategori cukup baik. *Emotional branding* dan *brand personality* memiliki pengaruh signifikan terhadap *brand loyalty*. Temuan ini menunjukkan bahwa penerapan *emotional branding* dan *brand personality* yang dilakukan YOU Beauty akan mendorong *brand loyalty* pada pelanggan YOU Beauty. Berdasarkan hasil penelitian, peneliti merekomendasikan agar YOU Beauty dapat mempertahankan dan meningkatkan *brand loyalty* melalui inovasi pada formula dan kemasan produk, serta meningkatkan keunikan pengalaman sensorial dan emosional bagi pelanggan.

Kata Kunci : *Emotional Branding*, *brand personality*, *brand loyalty*

## **ABSTRACT**

Mutiara Mulkillah (20013300) "***The Influence of Emotional Branding and Brand Personality on Brand Loyalty (A Study on YOU Beauty Customers Belonging to the BeYOUty Gang Community)***" under the guidance of Dr. Lili Adi Wibowo, S.Pd., S.Sos., MM. and Lisnawati, S.Pd., M.M.

*This research aims to obtain an overview and the influence of Emotional Branding and Brand Personality on Brand Loyalty in YOU Beauty customers. This research uses descriptive and verification research with a quantitative approach. The method used in this research is simple random sampling with a sample size of 200 respondents who are YOU Beauty customers who are members of the beYOUty Gang Indonesia community. The data is processed statistically using the Structural Equation Modeling (SEM) method. The findings of this study found that the description of emotional branding, brand personality and brand loyalty is in the quite good category. Emotional branding and brand personality have a significant influence on brand loyalty. These findings indicate that the implementation of emotional branding and brand personality carried out by YOU Beauty will encourage brand loyalty in YOU Beauty customers. Based on the research results, the researcher recommends that YOU Beauty can maintain and improve brand loyalty through innovation in product formulas and packaging, as well as increase the uniqueness of sensorial and emotional experiences for customers.*

*Keywords: Emotional Branding, brand personality, brand loyalty*

## KATA PENGANTAR

Puji dan syukur dipanjatkan ke hadirat Allah SWT, karena atas rahmat dan karunia-Nya penulis dapat menyelesaikan skripsi dengan judul “Pengaruh *Emotional Branding* dan *Brand Personality* Terhadap *Brand Loyalty* (Survei terhadap Pelanggan *YOU Beauty*)” sebagai salah satu syarat menempuh ujian sidang Sarjana Pendidikan, Program Studi Pendidikan Bisnis, Universitas Pendidikan Indonesia. Penyusunan skripsi ini dilakukan untuk memperoleh temuan mengenai gambaran *emotional branding*, *brand personality*, dan *brand loyalty* serta pengaruh *emotional branding* dan *brand personality* terhadap *brand loyalty*.

Penulis menyadari bahwa skripsi ini masih memiliki kekurangan, sehingga saran dan kritik dari pembaca sangat diharapkan sebagai bahan evaluasi untuk penulisan selanjutnya. Penulis telah berusaha secara optimal dalam menyusun skripsi ini, dengan harapan dapat memberikan manfaat dan kontribusi bagi kemajuan dunia pemasaran, terutama dalam bidang *brand management* dan pendidikan.

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