

ABSTRAK

**PENGARUH *BRAND REPUTATION*, *BRAND LOVE*, *BRAND PERSONALITY*, *EMOTIONAL ATTACHMENT*, TERHADAP *BRAND ADVOCACY* PADA MAHASISWA UNIVERSITAS SANATA DHARMA YOGYAKARTA
(Studi Pada Konsumen Produk Ventela)**

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Penelitian ini bertujuan untuk mengetahui :1) pengaruh *brand reputation* terhadap *brand advocacy* pada konsumen produk Ventela, 2) pengaruh *brand love* terhadap *brand advocacy* pada konsumen produk Ventela, 3) pengaruh *brand personality* terhadap *brand advocacy* pada konsumen produk Ventela, 4) pengaruh *emotional attachment* terhadap *brand advocacy* pada konsumen produk Ventela. Populasi dalam penelitian ini adalah konsumen merek Ventela. Responden penelitian ini sebanyak 96 orang dengan teknik pengambilan sampel *purposive sampling*. Teknik analisis data dalam penelitian ini adalah regresi linear berganda dengan menggunakan SPSS 25.0. Hasil Penelitian ini menunjukkan bahwa 1) *brand reputation* berpengaruh terhadap *brand advocacy* pada konsumen produk Ventela, 2) *brand love* berpengaruh terhadap *brand advocacy* pada konsumen produk Ventela, 3) *brand personality* berpengaruh terhadap *brand advocacy* pada konsumen produk Ventela, 4) *emotional attachment* berpengaruh terhadap *brand advocacy* pada konsumen produk Ventela.

Kata kunci: *brand reputation*, *brand love*, *brand personality*, *emotional attachment*

ABSTRACT

**THE EFFECT OF BRAND REPUTATION, BRAND LOVE, BRAND PERSONALITY, EMOTIONAL ATTACHMENT, ON BRAND ADVOCACY ON STUDENTS OF SANATA DHARMA UNIVERSITY YOGYAKARTA
(Study on Ventela Product Consumers)**

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This study aims to determine: 1) the effect of brand reputation on brand advocacy in consumers of Ventela products, 2) the effect of brand love on brand advocacy in consumers of Ventela products, 3) the effect of brand personality on brand advocacy in consumers of Ventela products, 4) the effect of emotional attachment on brand advocacy in consumers of Ventela products. The population in this study are consumers of the Ventela brand. The respondents of this study were 96 people chosen under purposive sampling technique. The data analysis technique in this study is multiple linear regression using SPSS 25.0. The results of this study indicate that 1) brand reputation affects brand advocacy in Ventela product consumers, 2) brand love affects brand advocacy in Ventela product consumers, 3) brand personality affects brand advocacy in Ventela product consumers, 4) emotional attachment affects brand advocacy in Ventela product consumers.

Keywords: brand reputation, brand love, brand personality, emotional attachment