

**THE INFLUENCE OF BRAND EXPERIENCE,
SATISFACTION AND TRUST IN EMOTIONAL
ATTACHMENT TO BRAND**

THESIS

**To Fulfill Some Requirements to Achieve Bachelor of Management (S1) Degrees
In the Management Study Program
Faculty of Business and Economics, Atma Jaya University, Yogyakarta**



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YOGYAKARTA
2019**

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Date, 05 December 2019

STATEMENT

I, the undersigned, truly declare that the thesis with the title:

THE INFLUENCE OF BRAND EXPERIENCE, SATISFACTION AND TRUST IN EMOTIONAL ATTACHMENT TO BRAND

Really my own work. Statements, ideas, or quotes both directly and indirectly from other people's writings or ideas are stated in writing in this thesis in the stomach notes/footnotes/ bibliography. If later it is proven that I plagiarized part or all of this thesis, then the degree and certificate I obtained were declared null and void and I will return it to Atma Jaya University Yogyakarta.

Yogyakarta, December2019

That states

Marcelo Fernando Taju

FOREWORD

All praise and thanks to God for all of His love, blessings, guidance and grace so that the writer can finish this thesis as well. This thesis is one of the requirements that must be met in order to obtain a Bachelor of Management (S1) from the Faculty of Business and Economics, Atma Jaya University, Yogyakarta.

The author realizes that writing this thesis could not have been completed without the assistance provided by various parties. Therefore, on this occasion, the author would like to thank those who have provided prayer, support, assistance and motivation, namely to:

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3. Father and mother who have become the best father and mother during the world who always pray and strengthen.
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8. All parties that are no less important, but cannot be mentioned one by one who have assisted in the completion of this thesis.

Finally, the writer hopes that this thesis writing can be useful for all parties who need it.

Yogyakarta, December 2019

Writer

Marcelo Fernando Taju

MOTTO AND PRESENTATION

Be a pioneer in every good thing.

I present this thesis to:

➤ **Everyone who loves me**

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Essence

One way to bring a brand closer to customers is to create a strong emotional attachment to consumers (brand attachment) to them. The company's ability to create strong emotional attachments between consumer-brands will provide many benefits for the company. Ways that can be done to improve brand attachment include increasing trust, satisfaction through stimulating good brand experience.

This research was conducted with the aim to find out: 1) The effect of brand experience on brand satisfaction and brand trust, 2) The effect of brand satisfaction on brand trust, and 3) The effect of brand satisfaction and brand trust on brand attachment. The study was conducted with 150 consumers who had purchased products and services under the Starbucks trademark. The data analysis method used is Structural equation modeling analysis.

The results showed that: 1) Brand experience has a positive effect on brand satisfaction. 2) Brand experience has a positive influence on brand trust, 3) Brand satisfaction has a positive effect on brand trust. 4) Brand satisfaction has a positive influence on brand attachments. 5) Brand trust has a positive influence on brand attachments. Empirical evidence from this research shows that to improve brand attachment, management can do this by providing good brand experience, making consumers satisfied with the brand, and creating consumers who trust the company's brand (brand trust).

Key word: brand experience, brand satisfaction, brand trust dan brand attachment