

**THE IMPACT OF BRAND SATISFACTION TOWARD BRAND  
LOYALTY WITH EMOTIONAL BRAND ATTACHMENT AND BRAND  
LOVE AS INTERVENING VARIABLE FOR LOCAL BRAND  
COSMETICS**

**THESIS**

Presented as Partial Fulfilment of Requirements for the Degree of Sarjana  
Manajemen (SM) in International Business Management Program Faculty of  
Business and Economics Universitas Atma Jaya Yogyakarta



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**INTERNATIONAL BUSINESS MANAGEMENT PROGRAM  
FACULTY OF BUSINESS AND ECONOMICS  
UNIVERSITAS ATMA JAYA YOGYAKARTA  
2023**

**THE IMPACT OF BRAND SATISFACTION TOWARD BRAND LOYALTY WITH  
EMOTIONAL BRAND ATTACHMENT AND BRAND LOVE AS INTERVENING  
VARIABLE FOR LOCAL BRAND COSMETICS**

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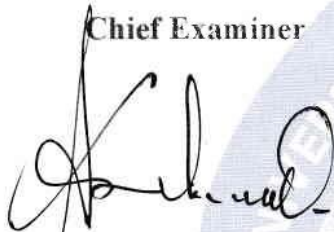
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## Letter of Statement

### AUTHENTICITY ACKNOWLEDGEMENT

I, Catherine Lisa Amanda Simohartono, hereby declare that I compiled the thesis with the following title:

**THE IMPACT OF BRAND SATISFACTION TOWARD BRAND  
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Is fully created by the author. All of the references such as idea, theory, citation both direct and indirect that are sourced from various journals are stated in this thesis in the form of bibliography. If it is proven that the author practices any kind of plagiarism in this thesis, the author would be responsible for it and prepared for the consequences. Therefore, the degree that the author received from Atma Jaya Yogyakarta University would be suspended and the author will give it back to the university.

Yogyakarta, 6<sup>th</sup> June 2022

The Author



Catherine Lisa Amanda Simohartono

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With gratitude to the Almighty God, whose blessings have enabled the author to successfully complete this research, this thesis aims to meet the academic requirements for the completion of the Bachelor's degree in the International Business Management Program at Atma Jaya Yogyakarta University. The proposed title for this thesis is:

### **THE IMPACT OF BRAND SATISFACTION TOWARD BRAND LOYALTY WITH EMOTIONAL BRAND ATTACHMENT AND BRAND LOVE AS INTERVENING VARIABLE FOR LOCAL BRAND COSMETICS**

Throughout the process of composing this thesis, I would like to extend my utmost gratitude to numerous individuals and entities whose guidance and support were indispensable in bringing this work to fruition. Without their invaluable assistance, the completion of this thesis would not have been possible. Hence, I would like to express my profound appreciation to the following:

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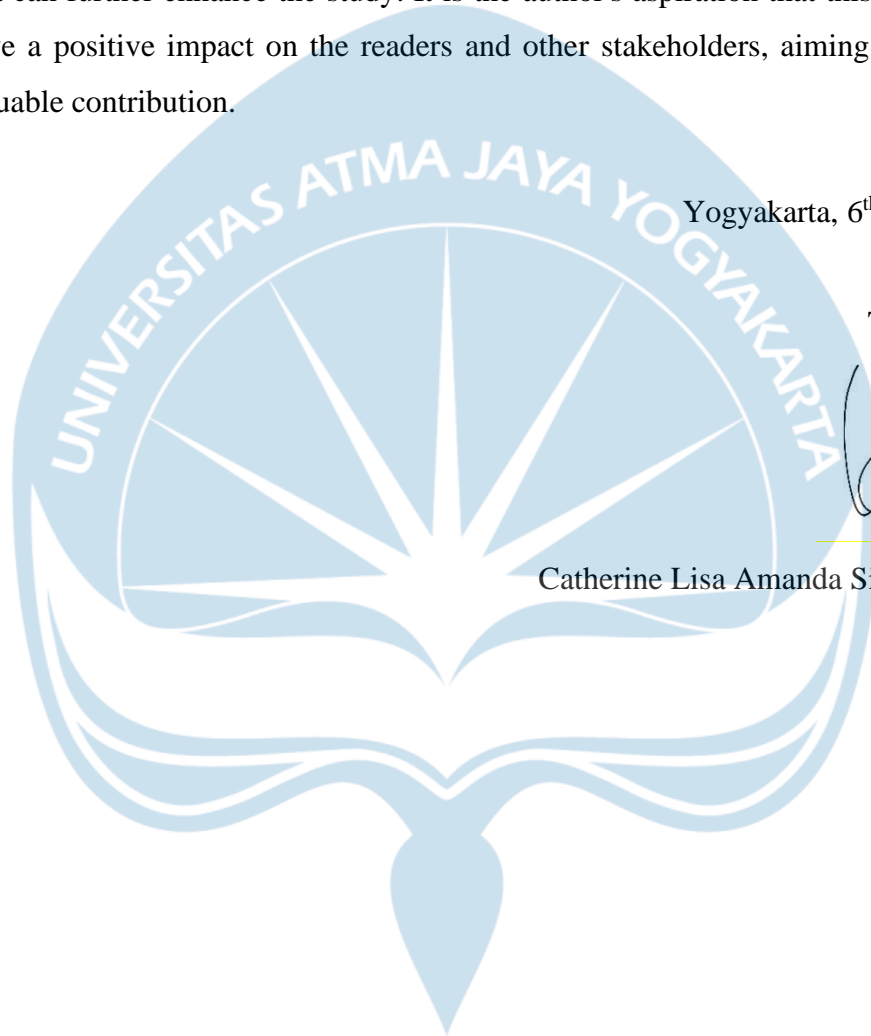
The author acknowledges that this thesis is not flawless and recognizes the room for improvement. The author welcomes all criticism, suggestions, and input that can further enhance the study. It is the author's aspiration that this thesis will have a positive impact on the readers and other stakeholders, aiming to make a valuable contribution.

Yogyakarta, 6<sup>th</sup> June 2022

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**ABSTRACT**

The objective of this study is to investigate the influenced of emotional brand attachment and brand love, mediated by brand satisfaction, on the impact of satisfaction to loyalty. The research was conducted on April 06, 2023, using a survey method with a Likert scale. The target population consisted of users of Local Cosmetic Brands (Wardah, Emina, and Make Over) who had purchased and utilized the products within the past year and was in Yogyakarta. Through purposive sampling, 153 questionnaires were distributed to most respondents. Data analysis was performed using SmartPLS version 3.2.9 PLS (Partial Least Square) software with structural equation analysis (SEM). The findings of the study indicated that emotional brand attachment and brand love, mediated by brand satisfaction, significantly influence brand loyalty.

**Keyword:** Brand Satisfaction, Emotional Brand Attachment, Brand Love, Brand Loyalty