

ABSTRACT

Research is aimed to determine the influence of emotional attachment to word of mouth on the consumer j.co donuts and coffee bandung city. The goal he did this study is to find and analyze how emotional attachment consumers j.co donuts and coffee, how word of mouth done consumers j.co donuts and coffee, and the size of the influence emotional attachment to word of mouth on the consumer j.co donuts and coffee bandung city in partial.

This research uses quantitative method with descriptive and causal research type. The sample collection be run based on the incidental non-probability sampling of sampling , with the number of respondents as many as 100 people , who had practiced the purchase of products j.co donuts and coffee in this urban area . Data analysis technique used is descriptive analysis, normality test, heteroskedastisitas test, partial test (t test), and simple regression analysis.

Based on the results of partial hypothesis testing (t test), emotional attachment has a significant and positive impact on word of mouth on the consumer j.co donuts and coffee bandung cit. This is evidenced by $F_{count} > F_{table}$ ($9,212 > 1,66$). Based on the coefficient of determination obtained that influential emotional attachment of 46,4 % of word of mouth the remaining 53.6 % affected by other factors who do not research it is like subjects in self construal and brand love.

The conclusions of this research , emotional attachment on word of mouth to consumers J.CO donuts and coffee bandung enter the good enough category, this shows that emotional attachment positive for consumers can trigger consumers do word of mouth about J.CO donuts and coffee .

Keywords : *Emotional Attachment, Word Of Mouth, J.CO donuts and coffee.*