

ABSTRACT

The emergence of brands of gadget and smatphone has made consumers considering which brand they will choose. These considerations was arised with attachment that is on consumer towards brand. The attachment also arised by consumer's emotional towards a brand. The emotion called emotional brand attachment that describe how consumer's feel toward a brand.

This research was aimed to examine empirically the offect of emotional brand attachment towards consumer-based brand equity with consumer satisfaction as mediator. Independent variable in this analysist is emotional brand attachment, dependent variable is consumer-based brand equity, and consumer satisfaction as a mediator variable.

The sample of this analysist are students who consume brand Apple product's in West Java. The sample was conducted by purposive sampling method. Collecting data was conducted by quessionaire that directly distributed in 150 questionnaires by researcher. The method of this research is path analysist with t test as statistical test.

The results of this research show that emotional brand attachment was not significant towards consumer-based brand equity directly, emotional brand attachment possitive significant towards consumer satisfaction directly, emotional brand attachment was positive significant towards consumer-based brand equity through consumer satisfaction.

Keywords: emotional brand attachment, consumer satisfaction, consumer-based brand equity.