

ABSTRACT

Emotional Branding and Emotional Connection are conducted by a brand so that customers get new experiences. These emotional is referred to how a brand has succeeded in creating a stir up feeling of customer. Experiences are built by companies that will be memorable for their customers. The brand implementation is performed because customers not only need a good quality brand, but they also look for the experience gained from using a certain product or service. This study aims to determine and explain the effect of emotional branding and emotional connection of Compass on customer loyalty partially and simultaneously. The research method used is quantitative with descriptive and causal analysis research method. This study has two independent variables, namely Emotional Branding and Emotional Connection, and the dependent variable is Customer Loyalty. The study population is Compass shoes customers in Indonesia. Data have been collected online through a questionnaire to 100 Compass shoe consumers. Researcher used multiple linear regression analysis in the data processing which conducted through IBM SPSS version 23. Based on the results of data processing it is known that emotional branding and emotional connection have an influence of 0.671 or 67.1% while the remaining 32.9% is influenced by other factors which not observed in this study. These results prove that the influence of emotions applied to a brand will increase customer loyalty.

Keywords: *Compass Shoes, Customer Loyalty, Emotional Branding, Emotional Connection.*