

ABSTRACT

The intense competition in the footwear industry encourages companies to not only offer quality products but also build emotional connections with consumers. Nike, as one of the industry's leaders, has successfully captured consumer attention through product innovation and emotion-based marketing strategies. The relationship between brand satisfaction, emotional brand attachment, and brand love plays a significant role in fostering brand loyalty. In this context, this study aims to explore how brand satisfaction influences brand loyalty through the mediation of emotional brand attachment and brand love within the Nike footwear category in Bandung.

This research employs a quantitative approach using a survey method. Data were collected through questionnaires distributed to 150 Nike consumers in Bandung selected using purposive sampling. The analysis technique applied is Structural Equation Modeling-Partial Least Square (SEM-PLS), which allows the testing of direct and mediating relationships among variables. This approach is based on Attachment Theory, emphasizing the importance of emotional connections in establishing long-term consumer-brand relationships.

The study aims to contribute both theoretically and practically to understanding the dynamics of the relationship between brand satisfaction, emotional attachment, and brand loyalty. The findings are expected to provide insights for companies in designing marketing strategies that focus not only on functional aspects but also on emotional elements. Thus, this research can serve as a reference for Nike and other brands to optimize consumer loyalty through emotional and strategic approaches.

Keywords: *Brand Satisfaction, Brand Loyalty, Emotional Brand Attachment, Brand Love, Nike.*