

## Pengaruh emotional branding terhadap loyalitas merek: studi terhadap sepatu futsal Specs = The influence of emotional branding towards brand loyalty: study on Specs futsal shoes

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### Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh emotional branding terhadap loyalitas merek sepatu futsal Specs. Emotional branding adalah konsep penciptaan citra merek yang bertujuan menjalin hubungan emosi yang mendalam antara merek dan konsumen melalui pendekatan-pendekatan yang kreatif dan inovatif. Konsep dasar dari proses emotional branding didasarkan pada empat pilar penting yaitu hubungan, pengalaman panca indera, imajinasi, dan visi. Penelitian ini menggunakan pendekatan kuantitatif. Survei dilakukan dengan menyebarkan kuesioner kepada 100 konsumen sepatu futsal Specs di Jakarta, Bekasi, dan Depok. Hasil penelitian menunjukkan bahwa emotional branding memiliki pengaruh positif yang kuat terhadap loyalitas merek sepatu futsal Specs.

*This research aims to explain the influence of emotional branding towards brand loyalty of Specs futsal shoes. Emotional branding is a concept about creating a brand image for creating a deep emotional relationship between brand and customer through creative and innovative approaches. There are four basic concepts of emotional branding: relationship, sensorial experience, imagination, and vision. This research used a quantitative approach. The survey was done by distributing 100 questionnaires to customers of Specs futsal shoes in Jakarta, Bekasi and Depok. The result shows that emotional branding has a strong positive influence towards brand loyalty of Specs futsal shoes.*