Abstract

The purpose of this research is to know the role of self-brand connection as a mediator to brand attitude and brand advocacy of Wardah users, and to know how far the direct impact of brand attitude to brand advocacy. The method of this research is quantitative method with analysis type of descriptive-causal. The sample collecting technique is non-probability sampling method with purposive sampling type of 100 Wardah users. The data analysis technique is descriptive analysis and Partial Least Square – Structural Equation Model (PLS-SEM). Self-brand connection has a role as partial medation by having T-statistics statistics 4,859.

Keyword: Self-Brand Connnection, Brand Attitude, Brand Advocacy.