

ABSTRACT

The cosmetic industry is currently growing and developing rapidly in Indonesia. The most popular local cosmetic brand in Indonesia in 2022 is Wardah, which is a local cosmetic brand that is most in demand by Indonesian people in 2022 with a high level of loyalty. But according to consumers at the cosmetic brand Wardah, the quality provided cannot meet their expectations. This happens because the quality of the product is not good and it is not suitable for all skin types.

The aim of this research is to find out whether there is an influence on emotional brand attachment to consumer-based brand equity with brand credibility and consumer satisfaction as mediating variables. The inclusion of several context-relevant covariates and the use of a data matrix adjusted for method variance.

The method used in this study is a qualitative method using descriptive and causal analysis. In this study, the population used was consumers of the Wardah cosmetic brand who used social media and the number was not known with certainty and purposive sampling was a technique of collecting samples from non-random sampling. The survey was conducted using a questionnaire on 420 respondents who are consumers of the cosmetic brand Wardah who use social media in the city of Bandung. The data analysis technique in this study was structural equation modeling (SEM) using the IBM SPSS AMOS version 24.0 computer program.

The results of this study indicate that emotional brand attachment has a significant positive impact on brand credibility, emotional brand attachment has a significant positive impact on consumer satisfaction, emotional brand attachment has a negative and insignificant impact on consumer-based brand equity, brand credibility has a positive impact but not significant effect on consumer-based brand equity, consumer satisfaction has a positive but not significant impact on consumer-based brand equity, brand credibility does not significantly mediate emotional brand attachment to consumer-based brand equity, and consumer satisfaction does not significantly mediate emotional brand attachment to consumer-based brand equity.

Keywords: *brand credibility, consumer-based brand equity, consumer satisfaction, emotional brand attachment, social media brands.*