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# Effect of Corporate Branding on Brand Loyalty with Emotional Attachment as an Intervening Variable among Millennial Consumers at the MS Glow Clinic Medan

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Received: 30 March 2024

Accepted: 18 June 2024

Published: 03 August 2024

**Abstract:** *This research aims to analyze effect of corporate branding on brand loyalty with emotional attachment as an intervening variable among millennial consumers at the MS Glow Clinic Medan. This type of research is associative research with a quantitative analysis approach. The population in this study were Millennial MS Glow Clinic Medan consumers who had undergone treatment and made purchases more than twice. Sample size is the number of samples that will be taken from a population. The sampling technique is non-probability sampling with accidental sampling technique. The number of respondents who will be used as samples in this research is 184 respondents who are consumers of the Medan MS Glow Clinic who were selected according to the criteria. The analytical method used to test the significance test is structural equation modeling with a partial least squares approach. Based on the research results show that corporate associations has a positive and significant effect on emotional attachment. Corporate activities has a positive and significant effect on emotional attachment. Corporate values has a positive and significant effect on emotional attachment. Corporate personalities has a positive and significant effect on emotional attachment. Corporate associations has a positive and significant effect on brand loyalty. Corporate activities has a positive and insignificant effect on brand loyalty. Corporate values has a positive and insignificant effect on brand loyalty. Corporate personalities has a positive and significant effect on brand loyalty. Emotional attachment has a positive and significant effect on brand loyalty. Corporate associations has a positive and significant effect on brand loyalty through emotional attachment. Corporate activities has a positive and significant effect on brand loyalty through emotional attachment. Corporate values has a positive and significant effect on brand loyalty through emotional attachment. Corporate personalities has a positive and significant effect on brand loyalty through emotional attachment.*

***Keywords: Corporate Branding, Brand Loyalty, Emotional Attachment.***

## **1. INTRODUCTION**

Cosmetics are products that can fulfill women's basic needs for beauty. There are several types of cosmetics that are currently in demand by consumers. In Indonesia, there are many well-known cosmetics. Cosmetics marketed use ingredients that are light and safe on the skin. The brand that is currently popular among teenagers is MS Glow. Companies can improve the quality for cosmetic users in terms of quality and various cosmetic tools so that consumers can determine their choices. Devotion to the MS Gleam brand speaks to a vital resource that has been recognized as a key source of brand value. Given the significance of brand devotion, it isn't astounding that it has gotten a part of consideration in showcasing.

MS Glow, one of the cosmetic brands that has recently entered the beauty product market in Indonesia, surprisingly managed to win the Indonesia Best Brand Award in 2020 in the facial care category which is sold exclusively. One of the innovations from MS Glow is to build an MS Glow aesthetic clinic as a beauty treatment consultant which is handled directly by doctors who specialize in the field of beauty treatment.

The development of the beauty industry is increasing from year to year. Beauty products that support this development are skincare. Skincare is a series of skin treatments using certain products with the aim of keeping the skin healthy and nourished. Skincare is a secondary need to beautify yourself which is a priority to support your appearance. In an era like this, skincare has become a trend among young people, this is due to technological developments that can inspire a person in determining their appearance.

The MS Glow brand is the main choice for people to purchase skincare, then the Scarlett brand is the second best-selling product purchased, and the next brand. With the increasing number of people purchasing MS Glow skincare, this shows that people's loyalty will use the MS Glow brand according to what they want.

Agreeing to Aaker (2015) a brand may be a company's guarantee to buyers to reliably give esteem, benefits, highlights, and execution. The guarantee must be a genuine guarantee and must be kept to the buyer so that the brand that guarantees it can give all the things guaranteed, additionally provide more esteem than the guarantee. Typically exceptionally vital to preserve believe additionally keep up the picture of a brand. According to Aaker (2015) in building a strong brand a company must be prepared to face various pressures and obstacles such as 1)price pressure from competitors, 2)increasingly numerous and varied offers from competitors, 3)increasingly fragmented markets and media, 4) brand strategy and increasingly complex customer relationships, 5)biased brand identity, 6)innovation from competitors, and 7)pressure from investors who want immediate short-term results. Even though it is difficult and has many challenges, companies must build their brand so that consumers are loyal.

Brand dependability may be a profoundly held commitment to repurchase or gotten to be a repeat client of a favored item within the future, subsequently causing rehash buys of the same brand or a number of brands indeed in spite of the fact that situational impacts and showcasing endeavors have the potential to cause behavior alter.



The first factor that influences brand loyalty is corporate association. Corporate affiliation could be a company affiliation alluding to client assessments of a brand that are decided by the information put away in their memory, based on past brand-customer intuitive. Consumers will make repeat purchases if consumers have very strong positive feelings towards the brand, involving psychological conditions that bind consumers to the brand and strengthen their commitment to make repeat purchases (Mwai et al., 2015).

The next factor that influences brand loyalty is corporate activities. Corporate exercises are company exercises counting all activities taken by the company to effectively lock in clients with the brand. Company affiliation alludes to a customer's assessment of a brand as decided by the information put away in their memory, based on past brand-customer intelligent. Favorable company affiliations empower clients to believe that the brand will meet their desires through satisfying the brand guarantee. Dependable accomplices too empower clients to see their brand-customer relationship in a long-term point of view since they have certainty within the company's capacity to meet their needs within the future. This implies that the superior the consumer's see of a company, the more enthusiastic connection the buyer will have (Khan et al., 2016).

When a company informs about products or services, builds an image of potential consumers, and consumers respond and find that the execution of the item or benefit they feel is in agreement with what they expected as a result of the information received, a sense of trust will arise in the product and in the company (Farid and Faridha, 2017). This creates emotional attachment to customers, which is then referred to as emotional attachment. Luxury companies can create unique and differentiated brands generating customer preference and loyalty by implementing effective corporate branding.

This research aims to analyze effect of corporate branding on brand loyalty with emotional attachment as an intervening variable among millennial consumers at the MS Glow Clinic Medan.

## **2. RELATED WORKS**

### **2.1 Corporate Branding**

Corporate branding could be a holistic brand administration approach embraced by companies to create a interesting corporate character (Abratt and Kleyn, 2012). The concept of corporate branding has picked up notoriety in promoting writing since corporate brands can be said to include esteem to the items and administrations advertised by the company. A strong brand will produce intangible resources that are troublesome for competitors to mimic. In this way, a really solid corporate brand gives a company with a economical competitive advantage that will produce devotion. The center concept of corporate branding is to embrace a solid brand title that speaks to all the company's items when communicating with partners such as clients, representatives, and shareholders, and effective corporate brands are backed by a clear corporate mission. and values decided by senior management to guide the



operations of all offices of the organization. With a vital viewpoint decided, organizational individuals at that point act in like manner to attain the specified brand character.

## **2.2 Emotional Attachment**

Connection is an enthusiastic condition in a uncommon relationship between a individual and a specific protest (Khan et al., 2016). Connection has changing levels, where tall connection is related with solid sentiments of enjoying, love, bliss, and association. Consumers who make repeat purchases from the brand being marketed are what marketers want. This is because their loyalty will consistently contribute to the company's income and profits. Several researchers argue that consumers will make repeat purchases if consumers have very strong positive feelings towards the brand, involving psychological conditions that bind consumers to the brand and strengthen their commitment to make repeat purchases. Revenue and profits resulting from repeat purchases because consumers are emotionally attached will be more stable and consumers are ready to sacrifice their money to consume the brand. This relationship is known as emotional attachment to brands. Consumers' emotional attachment to brands.

## **2.3 Brand Loyalty**

Brand dependability is key for numerous companies to oversee long-term connections with clients. Brand dependability is characterized by Oliver (1999) as a profoundly held commitment to repurchase or gotten to be a rehash client of a favored item within the future, in this manner causing a repurchase of the same brand or a number of brands in spite of situational impacts and potential showcasing endeavors to cause behavior alter. Brand loyalty can consist of two aspects, namely aspects related to behavior and aspects related to attitudes. Behavioral loyalty as purchase loyalty. According to them, behavioral loyalty contains repeat purchases of a brand, while attitudinal loyalty includes the level of commitment to tend to a brand based on some unique values associated with the brand. Loyalty has several levels that describe different marketing challenges, these levels are divided into disloyal, consumers who are fast because they are used to being satisfied or habitual buyers, consumers who are satisfied because of switching costs, like the brand and, consumers with commitment.

## **3. METHODOLOGY**

This sort of inquire about is acquainted inquire about with a quantitative investigation approach. Quantitative examination is orderly logical inquire about on parts and wonders and the causality of their connections. The nature of this investigate can be decided based on the relationship between the factors utilized within the inquire about (Cooper and Schindler, 2008).

Agreeing to Priyastama (2017), populace may be a generalized range comprising of objects or subjects that have certain qualities and characteristics decided by analysts to be considered and after that draw conclusions. The population in this study were Millennial MS Glow



Clinic Medan consumers who had undergone treatment and made purchases more than twice. The test is portion of the number and characteristics of the populace (Priyastama, 2017). Test estimate is the number of tests that will be taken from a populace. The testing strategy is non-probability examining with coincidental examining procedure, specifically the method of deciding tests based on anybody who incidentally or by chance meets the analyst can be utilized as a test, in the event that it is considered that the individual who happens to visit and is met matches the information source (Sumanto, 2014). The number of respondents who will be used as samples in this research is 184 respondents who are consumers of the Medan MS Glow Clinic who were selected according to the criteria.

The information utilized was gotten from essential information and auxiliary information. Essential information is information gotten or collected by analysts straightforwardly from the source. Essential information is more often than not alluded to as unique information or unused information that's up to date. To get essential information, analysts must collect it specifically. Methods that researchers can use to search for primary data are observation, focused discussions, interviews, and distributing questionnaires. Primary data is data obtained directly from respondents through questionnaires from consumers at the MS Glow Medan Clinic. Auxiliary information is information gotten by a analyst not straightforwardly from the question, but through other sources, both verbal and composed. Auxiliary information may be a collection of data that already existed and is utilized to complement inquire about information needs. Auxiliary information within the frame of supporting books and diaries.

The explanatory strategy utilized to test the importance test is auxiliary condition modeling with a halfway slightest squares approach. Fractional slightest squares could be a component or fluctuation based condition demonstrate. Halfway slightest squares is an elective approach that shifts from a covariance-based to a variance-based auxiliary condition modeling approach (Chin, 1998). The fractional noteworthiness test (t) points to discover out how distant each fractional free variable includes a critical impact on the subordinate variable (Ghozali, 2013). Speculation testing was carried out utilizing the bootstrap resampling strategy created by Geisser and Stone. The test measurement utilized is the t measurement or t test (t number must be  $> 1.96$ ) and the p esteem (likelihood) must be  $< 0.05$  at that point  $H_0$  is acknowledged, meaning there's no impact.

#### **4. RESULTS AND DISCUSSION**

##### **General Description**

MS Glow is a beauty brand which is one of the lines under the auspices of PT. Kosmetika Cantik Indonesia. MS Glow started its journey in 2013 as a local online skin and body care brand. MS Glow itself is an abbreviation of the motto, "Magic for Skin", which wants to provide the best care for Indonesian women. Now, MS Glow has developed into a brand that not only provides care for the face and body, but also cosmetics. MS Glow has official distributors, agents, members and resellers in almost all corners of Indonesia. It didn't stop





there, MS Glow even spread overseas. Not only intended for adult women, MS Glow has also developed into a brand that reaches all groups, from children, teenagers, to even men. MS Glow also meets the beauty and health needs of the skin from the outside and inside. MS Glow understands that beauty and healthy skin are the most important assets. Because of this, MS Glow continues to maintain quality and is certified by the Food and Drug Supervisory Agency, Halal, and clinically tested to provide the best skin care.

**Significance Test**

Table 1. Path Coefficient

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
Corporate Associations ->Brand Loyalty	0.159	0.153	0.079	2.019	0.044
Corporate Associations ->Emotional Attachment	0.383	0.382	0.070	5.473	0.000
Corporate Activities ->Brand Loyalty	0.037	0.038	0.047	0.785	0.433
Corporate Activities ->Emotional Attachment	0.173	0.168	0.067	2.570	0.010
Corporate Values ->Brand Loyalty	0.058	0.057	0.058	1.010	0.313
Corporate Values ->Emotional Attachment	0.213	0.218	0.064	3.325	0.001
Corporate Personalities ->Brand Loyalty	0.554	0.556	0.059	9.466	0.000
Corporate Personalities ->Emotional Attachment	0.207	0.206	0.073	2.845	0.004
Emotional Attachment ->Brand Loyalty	0.183	0.184	0.071	2.585	0.010

Table 2. Indirect Effect

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
Corporate Associations ->Emotional Attachment ->Brand Loyalty	0.070	0.070	0.030	2.316	0.021
Corporate Activities ->Emotional Attachment -	0.032	0.031	0.017	1.858	0.063



>Brand Loyalty					
Corporate Values ->Emotional Attachment - >Brand Loyalty	0.039	0.041	0.021	1.836	0.066
Corporate Personalities ->Emotional Attachment - >Brand Loyalty	0.038	0.038	0.020	1.880	0.060

Corporate affiliations encompasses a positive and noteworthy impact on passionate connection. Company affiliation alludes to a customer's assessment of a brand as decided by the information put away in their memory, based on past brand-customer intuitive. Company associations refer to customer evaluations of a brand, based on the results of field studies at the MS Glow Clinic in Medan, it is known that the MS Glow Clinic is considered good by the public, meaning that the company association between customers has become embedded in the minds of consumers because when customers consider the company as a reliable partner and have products whose quality is guaranteed. With this trust, it has a positive influence on the people of Medan City so that their emotional dependence on the brand.

Corporate activities has a positive and significant effect on emotional attachment. Company activities include all actions taken by the company to actively involve customers with the brand, based on the results of field studies at MS Glow Clinic Medan it is known that MS Glow Clinic produces consultation services, and cosmetic products, for consumers, meaning the MS Glow Clinic Medan has complete business activities to be marketed to the people of Medan City, because when customers think the company has complete activities in the form of consulting services and cosmetic products, they are willing to increase their emotional attachment to this brand. Separated from getting to be more candidly joined, a great company picture moreover empowers clients to ended up faithful to the brand. Since clients accept that brands are competent of illustrating predominant execution capabilities, they tend to remunerate these brands by remaining in long-term connections.

Corporate values encompasses a positive and noteworthy impact on enthusiastic connection. Corporate esteem can be generated by all great connections with other members within the environment exterior the company, such as clients, providers, and other bunches. Based on the results of field studies at the MS Glow Clinic in Medan, it is known that the MS Glow Clinic strives hard to be the best, meaning to create added value, MS Glow strives hard to create excellence in the cosmetics field. With excellence, it will create value for the company because when customers become more included with the brand through cognitive and passionate associations, clients are anticipated to gotten to be more candidly connected to the brand.

Corporate personalities has a positive and significant effect on emotional attachment. A company's personality reflects a set of human-like emotional characteristics associated with a brand. Consumers consider a brand to be able to represent their personality traits, based on the results of field studies at the MS Glow Clinic in Medan, it is known that the MS Glow



Clinic reflects competence in solving consumer beauty problems, meaning that the MS Glow Clinic in Medan city has good competence.

Corporate associations has a positive and significant effect on brand loyalty. Company affiliation alludes to a customer's assessment of a brand as decided by the information put away in their memory, based on past brand-customer intuitive. With this brand information, company affiliations serve as critical data signals for clients when surveying company validity and seen item quality amid brand choice. Favorable company affiliations empower clients to believe that the brand will meet their desires through conveying on the brand guarantee. When clients see a company as a dependable accomplice, they are willing to extend their dependability to the brand by acquiring the item.

Corporate activities has a positive and insignificant effect on brand loyalty. Corporate activities include all actions taken by a company to actively engage customers with the brand. This company's steps, such as advertising and corporate social responsibility, aim to improve the brand image and brand reputation that customers expect, as well as emotional attachment and brand loyalty. A favorable brand image indicates a reliable, competent, and credible relationship. If a brand has a favorable image in the minds of customers, customer dependence on the brand will increase as they believe that only this brand will fulfill their expectations. Higher dependence on a brand increases emotional attachment to this brand.

Corporate values includes a positive and inconsequential impact on brand devotion. Corporate esteem can be generated by all great connections with other members within the environment exterior the company, such as clients, providers, and other bunches. Organizations make esteem, and most of them incorporate a few kind of esteem statement either expressly or verifiably on their websites, but the esteem expression isn't as it were vague but too conflicting. Corporate values speak to the center objectives of a company guided by its mission and vision. In turn, these key choices offer assistance shape how clients see a brand's character.

Corporate identities contains a positive and noteworthy impact on brand devotion. A company's identity reflects a set of human-like enthusiastic characteristics related with a brand. Customers consider a brand to be able to speak to their identity characteristics. This corporate identity can be showed and improved through typical appearances and worker behavior. A solid corporate identity requires components of imagination, kindness, dexterity, and collaboration. Brands that acquire a company's positive identity can decrease the passionate dangers that clients involvement amid brand buys. As a brand energizes feelings of consolation and security, clients are anticipated to extend brand dependence which increments the probability of them developing an enthusiastic bond with the brand.

Emotional attachment has a positive and significant effect on brand loyalty. Emotional attachment will encourage someone to always be close to the object in question. Of course, being emotionally attached to a brand will encourage someone to stay close to it through repeated purchases. Emotional attachment can also predict a person's long-term commitment and desire to maintain existing relationships even though there are many obstacles in their way. In a marketing context, this commitment is realized through consumers' willingness to





make repeat purchases of the brand in question. Apart from that, this commitment is also manifested through consumers' willingness to make sacrifices (in this case financial) so that existing relationships remain strong by buying them again and again. Consumers' emotional attachment will not exist if the consumer does not have an intense experience in consuming the brand. Customers have an encounter with a brand when they are trying to find the proper item, making a buy, and utilizing it.

Corporate affiliations incorporates a positive and noteworthy impact on brand dependability through enthusiastic connection. Company affiliation alludes to a customer's assessment of a brand as decided by the information put away in their memory, based on past brand-customer intelligent. With this brand information, company affiliations serve as critical data signals for clients when surveying company validity and seen item quality amid brand choice. Favorable company affiliations empower clients to believe that the brand will meet their desires through conveying on the brand guarantee.

Corporate activities has a positive and significant effect on brand loyalty through emotional attachment. Corporate activities include all actions taken by a company to actively engage customers with the brand. This company's steps, such as advertising and corporate social responsibility, aim to improve the brand image and brand reputation that customers expect, as well as emotional attachment and brand loyalty. A favorable brand image indicates a reliable, competent, and credible relationship. If a brand has a favorable image in the minds of customers, customer dependence on the brand will increase as they believe that only this brand will fulfill their expectations. Higher dependence on a brand increases emotional attachment to this brand. Separated from getting to be more candidly joined, a great company picture too empowers clients to ended up faithful to the brand.

Corporate values incorporates a positive and critical impact on brand dependability through passionate connection. Corporate esteem can be generated by all great connections with other members within the environment exterior the company, such as clients, providers and other bunches. Organizations make esteem, and most of them incorporate a few kind of esteem statement either expressly or certainly on their websites, but the esteem expression isn't as it were hazy but too conflicting. Corporate values speak to the center objectives of a company guided by its mission and vision. In turn, these vital choices offer assistance shape how clients see a brand's personality. Inquire about appears that clients recognize themselves more unequivocally with brands that have a favorable personality. As clients progressively lock in with brands through cognitive and enthusiastic associations, clients are expected to gotten to be more candidly connected to the brand. Comparative to human-human connections, clients explore for positive characteristics in a brand some time recently they choose to construct a customer-brand relationship. Brands that are upheld by solid company values tend to be considered high-quality brand accomplices, empowering clients to commit to long-term connections.

Corporate identities incorporates a positive and noteworthy impact on brand dependability through passionate connection. A company's identity reflects a set of human-like enthusiastic characteristics related with a brand. Buyers consider a brand to be able to speak to their



identity characteristics. This corporate identity can be showed and improved through typical signs and representative behavior. A solid corporate identity requires components of inventiveness, kindness, nimbleness, and collaboration. Brands that acquire the company's positive identity can decrease the passionate dangers experienced by clients amid brand buys. As a brand empowers feelings of consolation and security, clients are anticipated to extend brand dependence which increments the probability of them developing an enthusiastic bond with the brand. Moreover, clients have a better propensity to believe brands that have more noteworthy validity. When clients have an connection to a brand, since of the customer's require for that item, this will increment client dependability to that brand.

## **5. CONCLUSION AND SUGGESTION**

Based on the inquire about comes about appear that corporate affiliations encompasses a positive and significant impact on passionate connection. Corporate exercises contains a positive and critical impact on emotional connection. Corporate values includes a positive and critical impact on enthusiastic connection. Corporate personalities includes a positive and critical impact on enthusiastic connection. Corporate affiliations encompasses a positive and significant effect on brand dependability. Corporate exercises includes a positive and immaterial impact on brand devotion. Corporate values contains a positive and inconsequential effect on brand dependability. Corporate identities contains a positive and critical impact on brand dependability. Enthusiastic connection includes a positive and noteworthy impact on brand dependability. Corporate affiliations encompasses a positive and critical impact on brand dependability through passionate connection. Corporate exercises includes a positive and noteworthy impact on brand devotion through passionate connection. Corporate values includes a positive and noteworthy impact on brand dependability through enthusiastic connection. Corporate identities features a positive and noteworthy impact on brand devotion through enthusiastic connection.

Based on the discussion and conclusions that have been explained, the suggestions that researchers can give are as follows:

### **a. For the MS Glow Clinic Company**

- It is hoped that MS Glow management can improve the quality of the products used, this can be done by providing testers first for each type of product with different benefits for the community.
- It is hoped that MS Glow management will involve the public in adding other products. This can be done by using questionnaires to the public and taking part in open seminars to find out the public's response to MS Glow products.
- It is hoped that MS Glow management can reduce the prices of cosmetic products and beauty consultation services, because there are some services that are too expensive and doctors who do not match their specialists. This can be done by selecting more competent



doctors as proven by certification so that MS Glow Clinic becomes a trusted beauty consultation service.

- It is hoped that MS Glow management will further increase the use of more modern equipment used for treatment in each branch, this will ensure that the results obtained are maximum.
- It is hoped that MS Glow management will create unique slogans and unique logos, so that they can stick in the minds of consumers.
- It is hoped that MS Glow management will make more use of social media such as Instagram, Facebook, Twitter and Tik-Tok, so that MS Glow products can appear in people's minds when using them.

#### **b. Next Researcher**

- The analyst recommends that future analysts can investigate exterior of this inquire about factors such as experiential showcasing, store air, and others so that the comes about gotten are more changed. Be that as it may, in the event that the analyst needs to look at the same variable, it is trusted that the following analyst can search for other tests.
- Researchers suggest conducting research with a larger population and sample size, so that the data obtained can be better generalized.

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