

***THE EFFECT OF EMOTIONAL BRANDING AND PRODUCT QUALITY
ON CUSTOMER LOYALTY
(Study On BG Skin Product Customers In Jombang)***

ABSTRACT

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This study aims to determine and explain the significant influence of emotional branding and product quality on customer loyalty for BG Skin products in Jombang. The research uses an explanatory research method which is carried out through data collection in the field. The population is all customers of BG Skin products in Jombang with a sample of 100 respondents, data analysis using multiple linear regression statistical methods, hypothesis testing and coefficient of determination. Based on the results of the analysis and discussion that has been carried out, it is concluded that emotional branding and product quality have a good contribution in influencing customer loyalty, so the higher the emotional branding, the higher the customer loyalty. Product quality has a good contribution in influencing customer loyalty, so the higher the product quality, the higher customer loyalty.

Keywords: Emotional branding, product quality and customer loyalty