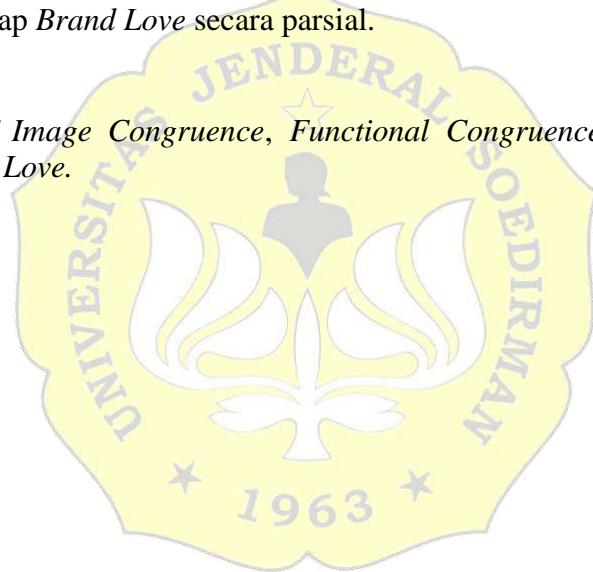


## RINGKASAN

Penelitian ini bertujuan untuk mengetahui pengaruh *self image congruence* dan *functional congruence* terhadap *brand love* dengan *emotional brand attachment* sebagai variabel mediasi pada pengguna iPhone di Indonesia. Sampel pada penelitian ini berjumlah 213 responden dengan teknik pengambilan sampel menggunakan *purposive sampling*. Berdasarkan hasil penelitian yang dilakukan dengan menggunakan analisis *Structural Equation Modeling* (SEM) diolah dengan *software AMOS* menunjukkan bahwa: (1) *Self Image Congruence* berpengaruh positif terhadap *Emotional Brand Attachment* (2) *Functional Congruence* berpengaruh positif terhadap *Emotional Brand Attachment* (3) *Self Image Congruence* berpengaruh positif terhadap *Brand Love* (4) *Functional Congruence* berpengaruh positif terhadap *Brand Love* (5) *Emotional Brand Attachment* berpengaruh positif terhadap *Brand Love* (6) *Emotional Brand Attachment* dapat memediasi *Self Image Congruence* terhadap *Brand Love* secara parsial (7) *Emotional Brand Attachment* dapat memediasi *Functional Congruence* terhadap *Brand Love* secara parsial.

**Kata Kunci:** *Self Image Congruence, Functional Congruence, Emotional Brand Attachment, Brand Love.*



## SUMMARY

*This study aims to determine the effect of self image congruence and functional congruence on brand love with emotional brand attachment as a mediating variable for iPhone users in Indonesia. The sample in this study was 213 respondents with a sampling technique using purposive sampling. Based on the results of research conducted using Structural Equation Modeling (SEM) analysis processed with AMOS software shows that: (1) Self Image Congruence has a positive effect on Emotional Brand Attachment (2) Functional Congruence has a positive effect on Emotional Brand Attachment (3) Self Image Congruence has a positive effect on Brand Love (4) Functional Congruence has a positive effect on Brand Love (5) Emotional Brand Attachment has a positive effect on Brand Love (6) Emotional Brand Attachment can mediate Self Image Congruence on Brand Love partially (7) Emotional Brand Attachment can mediate Functional Congruence on Brand Love partially*

**Keywords:** *Self Image Congruence, Functional Congruence, Emotional Brand Attachment, Brand Love.*

