

ABSTRAK

Tujuan dari penelitian ini untuk mengetahui pengaruh kesenangan konsumen dan romantisme terhadap cinta merek pada pengguna produk Wardah di Kota Semarang. Metode kuantitatif digunakan dalam penelitian ini dan data diukur menggunakan *skala likert*. Pengambilan sampel menggunakan metode *purposive sampling* dengan kriteria sampel dan didapatkan sampel sebanyak 150 orang. Hasil dari penelitian ini menunjukkan bahwa kesenangan konsumen dan romantisme berpengaruh positif dan signifikan terhadap cinta merek.

Kata kunci: Kesenangan Konsumen, Kedekatan/Keintiman, Cinta Merek

ABSTRACT

The objective of this study was to find out the effect of customer delight and romanticism on brand love toward Wardah product consumers in the city of Semarang. Quantitative methods were used in this study and the data were measured by using a Likert Scale. The sampling method used was purposive sampling method along with sample criterion and the number of samples obtained were 150 people. The results of the research, customer delight and romanticism have a positive and significant effect on brand love.

Keywords: Customer Delight, Romanticism, Brand Love