

ABSTRACT

Brand attachment is a form of emotional attachment consumers have to a brand that can influence their loyalty, particularly in the face of identity changes such as rebranding. In the context of Innisfree's major rebranding, it is important to understand how emotional connections play a role in maintaining consumer loyalty, particularly among Gen Z. This study aims to analyze the influence of brand attachment on brand loyalty, considering the mediating role of consumer attitudes toward the rebranding and the moderating role of brand distinctiveness as a variable that strengthens or weakens this relationship.

The method used in this study was descriptive and quantitative, with 385 respondents from Gen Z who were aware of Innisfree's rebranding and had purchased Innisfree products at least twice before the rebranding. The sampling technique used was nonprobability sampling with purposive sampling. Data processing and analysis techniques used PLS-SEM analysis using SmartPLS 4.0.

The results of the study indicate that brand attachment, brand distinctiveness, and consumer attitude toward rebranding influence brand loyalty. Brand attachment influences consumer attitude toward rebranding, and consumer attitudes toward rebranding fully mediate the relationship between brand attachment and brand loyalty. Brand distinctiveness also moderates the relationship between brand attachment and brand loyalty.

Keywords: Brand attachment, Brand loyalty, Consumer attitudes towards rebranding, Brand distinctiveness, PLS-SEM, Innisfree.