

ABSTRACT

This study aims to analyze the effect of brand love on brand commitment among The Body Shop Indonesia consumers. The research urgency arises from the growing consumer attention toward products that emphasize sustainability and eco-friendliness, which fosters emotional attachment between consumers and brands. The brand love phenomenon is believed to contribute significantly to long-term loyalty (brand commitment). The Body Shop was chosen as the research object due to its consistent commitment to ethical values, sustainability, and green marketing.

This research employed a quantitative approach using a survey method through questionnaires distributed to The Body Shop consumers in Indonesia. The collected data were analyzed using simple linear regression to examine the influence of brand love on brand commitment. The findings indicate that brand love has a positive and significant effect on brand commitment. The higher the consumer's love for the brand, the stronger their commitment to remain loyal. These results are consistent with the study of Layna & Hidayat (2023), which demonstrated that brand love mediates the effect of brand experience on loyalty and willingness to pay for green skincare products in Indonesia.

Furthermore, the discussion on Brand Premium Price (BPP) reveals that brand love not only strengthens emotional loyalty but also enables the implementation of a premium pricing strategy. Consumers with high brand love are more likely to pay a higher price for products that align with their personal values. In The Body Shop's context, strong sustainability and ethical principles support the BPP strategy, making it relevant for further research to measure consumers' willingness to pay for premium products.

Keywords: brand love, brand commitment, The Body Shop