

ABSTRACT

This study aims to identify and analyze Antecedent and Consequences Brand Love for Instagram user in Surabaya. This study uses Structural Equation Modeling (SEM) with LISREL software version 8.7. The sampling technique in this study is non probability sampling technique with the type of convenience sampling. This study uses a survey to collect data by directly asking the respondents through questionnaires. The number of samples in this study is 170 respondents. Results of this study show the influence of Self Expressive Brand (Social Self) on Brand Love, Self Expressive Brand (Inner Self) of the Brand Love is not proven, Self Expressive Brand (Social Self) of the Word of Mouth is not proven, Self Expressive Brand (Inner Self) of the Word of Mouth is not proven, Self Expressive Brand (Social Self) of the Word of Mouth is not proven, Self Expressive Brand (Inner Self) of the Word of Mouth is not proven, Brand Love on Word of Mouth, and Brand Love to Brand Acceptance,

Keywords: self expressive brand (inner self), self expressive brand (social self), brand love, word of mouth, and brand acceptance



INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis *Antecedent* dan *Consequences Brand Love* pada pengguna Instagram di Surabaya. Penelitian ini menggunakan Structural Equation Modeling (SEM) dengan software LISREL versi 8.7. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah teknik *non probability sampling* dengan jenis *convenience sampling*. Penelitian ini menggunakan survei dengan mengumpulkan data dengan menanyakan langsung kepada responden melalui kuesioner. Jumlah sampel dalam penelitian ini adalah 170 responden. Hasil penelitian ini menunjukkan adanya pengaruh *self expressive brand (social self)* terhadap *brand love*, *self expressive brand (inner self)* terhadap *brand love* tidak terbukti, *self expressive brand (social self)* terhadap *word of mouth* tidak terbukti, *self expressive brand (inner self)* terhadap *word of mouth* tidak terbukti, *self expressive brand (social self)* terhadap *brand acceptance* tidak terbukti, *self expressive brand (inner self)* terhadap *brand acceptance* tidak terbukti, *brand love* terhadap *word of mouth*, dan *brand love* terhadap *brand acceptance*

Kata Kunci: *self expressive brand (inner self)*, *self expressive brand (social self)*, *brand love*, *word of mouth*, dan *brand acceptance*