

ABSTRACT

The ability syariate banking to survive and develop is determined by the ability of the company increased brand emotional bond and loyalty. The purpose of this study is conceptually to develop new theoretical approaches about brand personality and brand emotional bond. The approach also introduced a new variable brand religiosity aura to offer new relationship between brand personality and brand emotional bond. Concept development to build a new concept is the concept of consumer behavior, segmentation and brand.

The population in this study are customers saving their money in syariate banking. The samples used were syariate bank customers in at Surabaya, Semarang, Yogyakarta, Bandung, and Jakarta. The study employed purposive sampling and convenience sampling to obtain required respondents. This study distributed questionnaires to 320 respondents worth response rate 100 persen. However only 277 were used because the problem of normality. Eleven hypotheses were developed and tested using Structural Equation Modeling (SEM) with AMOS software which supported nine hypotheses

The results show brand religiosity aura mediates the relationship between brand personality and brand emotional bond. While the result shows that brand personality through brand religiosity aura and brand emotional bond have positive effect on brand loyalty. Brand personality through brand attractiveness and brand emotional bond have positive effect on brand loyalty. Moreover, brand personality through brand attractiveness and brand preferences also have significant positive effect on brand loyalty. Managerial implications promoting the role of moral values, justice and common interest based on the teachings of the religion of Islam and distanced materialistic and consumptive behavior.

Keywords: brand personality, brand religiosity aura, brand attractiveness, brand emotional bond, brand preference, brand loyalty