

## **ABSTRACT**

*This study aims to determine how much influence the electronic word of mouth and brand image have on brand attachment and its impact on customer loyalty on matte cream emina cosmetics partially or simultaneously. The research method used is descriptive and verification methods, where research data is collected through observation, interviews and distributing questionnaires with a total sample of 100 respondents. Testing research instruments using validity and reliability tests. The data analysis method used is path analysis, multiple correlation, and the coefficient of determination. The results showed that the electronic word of mouth, brand image, brand attachment were in poor category and there was a positive and significant influence between the effect of electronic word of mouth and brand image on brand attachment and their impact on the customer loyalty either partially or simultaneously.*

***Keywords : Electronic Word of Mouth, Brand Image, Brand Attachment and Customer Loyalty***