



MEASURING BRAND EMOTIONAL IN INCREASING BRAND LOYALTY

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Abstract: Brand loyalty has an important role in advancing a product so that consumers remain loyal in choosing the product that is being marketed. The research aims to determine the effect of brand emotion on brand loyalty. The data analysis technique used is simple linear regression analysis and using non-probability sampling techniques. The data was collected by distributing questionnaires using Google Form and 130 respondents were used in the city of Sukabumi. This research data processing using IBM SPSS version 24 software. The results of this research indicate simultaneously and partially that brand emotion has a positive influence on brand loyalty. The results of the f-test, namely from the value of count fount $309.253 > 3.07$ show that count is greater than the table and the correlation results in this study have a very high value, namely 0.841.

Keywords: Brand Emotional; Brand Loyalty

INTRODUCTION

In this modern world, there are more and more business opportunities that can be used to become very good business opportunities. Starting from trading business opportunities, services, and so on. Seeing the many business opportunities available, it is very unfortunate for business people who cannot make the best use of them. One of the things that are the center of attention of consumers is the fast-food business because of the fast presentation of the food and it does not take a long time to consume and the costs are very affordable (Nadhif, 2017).

One of the most promising food businesses is instant noodles. According to the world instant noodle association, the World Instant Noodles Association (WINA), noted that throughout 2019 the consumption of instant noodles worldwide reached 106.42 billion or it can be concluded that an average of 290 million servings per day. China ranks first in the list of countries with the most instant noodle consumption in 2019 as much as 41.5 billion, while Indonesia ranks second with 12.5 billion portions, followed by India (6.7 billion) and Japan (5.6 billion) (lokadata, 2019). Marketing is a mindset that makes the company's survival viable, which depends on how many purchases are made (Agustiani et al., 2020).

One of the brands that will be studied is Sarimi instant noodles. Sarimi is one of the instant noodle brands produced by PT. Indofood CBP Sukses Makmur Tbk, Sarimi instant noodles were first produced in 1982, 14 years after Supermi, and ten years after Indomie, Sarimi instant noodles have several flavors including lime and spicy.

Brand loyalty has an important role in advancing a product so that consumers remain loyal in choosing the product that is being marketed. This is by what was stated according to Astuti (2016) that loyal consumers will continue to purchase or purchase again even though in the market many other selected products offer superior and better products.

Furthermore, there is an emotional brand that is no less important in making a product, so that the product has characteristics and has advantages so that the product has the strength to compete in the market. An attractive brand will provide more value to consumers, therefore it is necessary to improve the emotional brand (Rahmawati et al., 2019). Emotional Branding or emotional branding builds a strong relationship between the product and the brand. The brand lives in the heart of someone who loves it, the



person who built the brand must take his time to develop better relationships with consumers. A brand has an ultimate goal that encourages consumers to use the product, whether it's a service or a product. His love for a brand has become a potential for brands to influence consumers (Pogorzelski, 2018).

The following is the graph data of consumption of sarimi instant noodles with other instant noodles:

Table 1. Instant Noodle Consumer Data

BRAND	TBI 2020	RATING
INDOMIE	70.5 %	TOP 1
MIE SEDAP	16.0 %	TOP 2
SUPERMI	3.8 %	
SARIMI	2.3 %	

Source: (Index, 2020)

Based on the graphic data above, Sarimi has the lowest percentage with a value of 2.3%, this is very different from other instant noodle brands. This raises the problem that exists in the Sarimi instant noodle brand which has the lowest percentage. In this study, the authors chose the city of Sukabumi, because the author's residence is in the city of Sukabumi.

Based on all the above explanations, the writer found problems in brand loyalty of Sarimi instant noodles. This is evidenced from the graph data above that Sarimi instant noodles have the lowest percentage. This is by what has been researched by (Ubud & Ubud, 2016) which discusses the same problem, namely brand loyalty. The research aims to determine the effect of brand emotion on brand loyalty. Based on the existing problems, the writer is interested in taking the title "Measuring Brand Emotional in Increasing Brand Loyalty".

METHODS

This research method uses quantitative associative methods. The object of this research is the consumers of Sarimi instant noodles in the city of Sukabumi. The population in this study is consumers who have consumed Sarimi instant noodles. The method used is a non-probability sampling technique where anyone can be sampled. The number of samples used was 130 respondents by distributing questionnaires to consumers of Sarimi instant noodles. The data from this study were processed using IBM SPSS version 24 software. The analysis technique used is simple linear regression.

RESULTS AND DISCUSSION

The F-test or model feasibility test is a way to find out which model can be used and the model is feasible or not in a study. The following is the result of data processing aimed as follows:



Table 2. F-Test Results

ANOVA					
Model	Sum Of Squares	Df	Mean Square	F	Sig.
1. Regression	2077.374	1	2077.374	309.253	.000 ^b
Residual	859.826	128	6.717		
Total	2937.200	129			

- a. Dependent Variable: brand loyalty
 b. Predictors: (Constant), brand emotional

Source: Processed data (2021)

It can be seen from the results of the F test data above, namely the value of F count $309.253 >$ indicates that F count is greater than F table. Then the regression value has a significant level, namely $0.000 < 0.05$. For this reason, it can be concluded that the emotional variables of brands on brand loyalty have a simultaneous and acceptable effect.

The purpose of this study is to determine how much influence the emotional brand on brand loyalty. Based on this research, shows that there is an influence of brand emotion on brand loyalty. According to the results of the calculation, there is a value equal to the emotional variables of the brand which can affect brand loyalty. This can be proven by the results of the data table below :

Table 3. The Result of The Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. An Error of the Estimate
1.	.841 ^a	.707	.705	2.592

- a. Predictors: (Constant), brand emotional

Source: Processed data (2021)

From the data above, it can be seen that the correlation value R is 0.841 and the coefficient of determination (R Square) is 0.707, these data are the influence of brand emotional variables on brand loyalty which shows the effect of 70.7% and 29.3% as the rest that is affected by other variables not examined in this study.

Then the next step will be a simple linear regression analysis test which aims to study the relationship between one variable and another (Mogalana et al., 2020). After that, the t-test is carried out, which aims to determine a hypothesis on one variable with another that shows the same or not the influence and significant level using SPSS.



Table 4. Multiple Linear Regression Results and T-Test

	(X ₁)			
	Coeff	SE	T	P-Value
Constant	1.262		-2.563	.012
Brand Emotional	.080	.841	17.586	.000

Source: Processed data (2021)

The result of data processing shows that the constant (a) value is 1.262 and the brand emotional value is 0.080. So it can be concluded that there is a hypothesis that the data results from the emotional brand variables have a positive effect on brand loyalty and the regression equation is as follows:

$$Y = a + bX_1$$

$$Y = 1.262 + 0,080X_1 \text{ the meaning of the equation is:}$$

The total value of the constant has a value of $a = 1.262$ explaining that if the brand X emotional variable does not change or zero, then the value of the variable Y brand loyalty is 1,262. The emotional regression coefficient of the brand is $b = 0.080$, explaining that each one-unit emotional increase in the brand is, therefore, able to increase brand loyalty by 0.080. So it can be concluded that there is a hypothesis of the effect of brand emotional variables on brand loyalty Sarimi Instant Noodles in Sukabumi City, it is stated that the emotional brand variable (X) has a T-count value of $17,586 > T$ table and a significant value of $0,000 < 0.05$, which means that there is a positive and significant influence. between emotional variables on brand loyalty.

Brand emotions have a significant influence on the brand loyalty of Sarimi instant noodle consumers in the city of Sukabumi. This can be proven by partial hypothesis testing or t-test with a T count of $17,586 > 1,976$ and a significant value of $0,000 > 0.05$. The problem in this study is brand loyalty, namely loyalty. This is by previous research by Lesmana & Putri, (2017) regarding the same problem in brand loyalty that causes a decrease in consumers and the need for an increase in brand emotion so that it can increase brand loyalty to consumers of Sarimi instant noodles in the city of Sukabumi.

CONCLUSION

Based on the results of the research that has been done, there are several conclusions that state that the independent variable, namely brand emotional, influences the dependent variable, namely brand loyalty. As well as doing simple linear regression analysis and from the results of partial and simultaneous test states that the influence of brand emotional variables on brand loyalty.

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