

The Effect Of Emotional Branding On Customer Loyalty Among Consumers Of Poci Tea In The City Of Soppeng

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Abstract

The research question in this study is whether emotional branding has a positive effect on customer loyalty among consumers of iced tea at The Poci in Soppeng City. This study was conducted at The Poci Police Dormitory outlet located on Jalan Samudera, Botto Village, Lalabata District, Soppeng Regency. The respondents in this study were determined using purposive sampling, which is the selection of respondents from the population based on specific criteria. The criteria for determining respondents in this study include: Respondents have made purchases at The Poci Police Asrama Store (Aspol) Soppeng at least twice, Respondents are over 17 years of age. To determine whether the marketing mix influences customer loyalty among consumers of The Poci in Soppeng City, simple regression analysis was used. From the results of the simple regression analysis, it can be concluded that emotional branding has a positive effect on customer loyalty for The Poci. This means that the better the emotional branding of The Poci, the higher the customer loyalty. Therefore, the following recommendations can be made: Further research is encouraged to include additional variables such as sensory branding, brand image, brand experience, brand attitude, and brand trust to enhance the existing body of research. For future research, other research objects could be used, such as Es Teh 2 Daun, Es Teh Jumbo, or other iced tea brands as comparators. Future research is expected to obtain more in-depth answers from respondents. This can be done through observation and direct interviews with respondents.

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INTRODUCTION

This research is important because it discusses the importance of emotional branding in today's competitive business environment, especially in the context of customer loyalty. Emotional branding has been recognised as an essential marketing tool that can increase customer loyalty, which is vital for business sustainability and growth. In the context of Tea Poci, this research aims to explore how emotional connections with consumers can increase loyalty levels, which not only

benefits the brand but also the beverage industry as a whole in Soppeng.

This study focuses on Teh Poci sold at the Aspol Soppeng outlet, located on Jalan Samudera, Kelurahan Botto, Kecamatan Lalabata, Kabupaten Soppeng. This study analyses the emotional branding strategies implemented by Teh Poci and their impact on customer loyalty among local consumers. The scope of this research is limited to customers who have purchased Tea Poci at least twice and respondents aged 17 years and above.

Recent literature highlights about marketing and growing influence of emotional branding in building customer loyalty. Emotional branding creates a deep connection by engaging customers on an emotional level, which can strengthen their bond with a brand. According to Sudaryono (2016) in (Surianti et al., 2023) "Marketing is a function of an organisation and a series of processes of creating, communicating and delivering value to consumers, as well as managing relationships between consumers and the company to provide benefits to consumers and producers. According to (Minarti et al., 2024), aims to meet needs and wants by exchanging product goods and services from producers to consumers so that producers make a profit. According to Tjiptono and Chandra, Suhartapa 2022 in (Rahmah et al., 2023), service quality is a measure of the extent to which the level of service received by consumers matches their expectations of the service they receive. According to Schiffman and Kanuk (2003) in (Puji Rahmah, et all, 2025) , motivation is defined as an internal drive within an individual that compels them to take action. As consumer behaviour shifts towards emotional experiences, brands like Teh Poci benefit from building these connections.

The inclusion of various perspectives on marketing from Sudaryono (2016), Minarti et al. (2024), and others helps create a comprehensive understanding of the function and processes of marketing, which is essential for grasping the full scope of emotional branding. **Sudaryono's** definition ties together both the internal processes (creation, communication, delivery) and the external aspects (relationships with consumers and the benefits provided), which helps to frame emotional branding as part of a larger marketing strategy. Emotional Branding as a Catalyst for Customer Loyalty: The link between emotional branding and customer loyalty is clearly highlighted, providing insight into how emotional connections can foster long-term customer relationships. Emotional branding is positioned as a significant tool for increasing customer loyalty, as customers are likely to stay with brands that connect with them emotionally. Conceptual Clarity: The citations from Tjiptono and Chandra, Suhartapa (2022) and Schiffman and Kanuk (2003) add depth to the literature by connecting emotional branding to broader concepts like **service quality** and **motivation**. This adds clarity to the reader, showing that emotional branding works not just on an emotional level but also in relation to factors like service quality and intrinsic motivation. The way **service quality** is connected to consumer expectations aligns well with the emotional aspect of branding, as consumers may emotionally connect with brands that meet or exceed their service expectations.

Limited Depth on Emotional Branding's Mechanisms: Although emotional branding is mentioned as a key strategy for building customer loyalty, the articles do not explore in depth how exactly emotional branding works to create these deep connections. The **mechanisms** through which emotions drive loyalty, such as how specific emotions (e.g., happiness, nostalgia) impact consumer decisions, are not fully unpacked. A more detailed discussion of how brands evoke and sustain emotional connections would have strengthened the analysis. Insufficient Empirical Evidence: The articles are primarily theoretical and conceptual, with limited empirical data supporting the claims about emotional branding's effectiveness. The lack of studies or case-based research showing how emotional branding directly affects customer loyalty makes the findings less persuasive. Future research could benefit from real-world case studies, customer surveys, or quantitative data that track the influence of emotional branding on loyalty over time.

The principles derived from this study align with the assertion that emotional branding positively influences customer loyalty. This study demonstrates that when Teh Poci builds strong emotional bonds with its customers through unique branding elements such as storytelling, sensory experiences, and brand vision, this significantly enhances customer retention. These findings suggest that emotional branding is not only important for large corporations but also for local brands competing in a competitive market.

The primary objective of this study is to determine whether emotional branding influences customer loyalty among Teh Poci consumers at the Aspol Soppeng outlet. The uniqueness of this study lies in its focus on local brands in regional markets, exploring the effectiveness of emotional branding in a community-based business environment. By highlighting Teh Poci's efforts to create emotional connections with its customers, this research provides new insights into the broader discourse on branding and customer loyalty, particularly in emerging markets.

METHOD

A. Type of Research

This section describes the research design applied in this study, including the type of research, research objects/subjects, data collection techniques, instruments, and data analysis approaches. Type of Research The research conducted in this study is quantitative research. Quantitative research uses numerical data and statistical techniques to understand the relationship between variables. In this case, this study explores how emotional branding affects customer loyalty among Poci Ice Tea consumers at the Aspol Soppeng outlet. Quantitative research allows for precise measurement of these variables and statistical analysis to determine the strength and nature of the relationship between them.

B. Data Collection Techniques and Tools

Data collection in this study will be conducted through questionnaires, interviews, and literature reviews.

1. Questionnaires: Structured questionnaires using a Likert scale will be distributed to 96 respondents. These questionnaires are designed to measure customers' perceptions of emotional branding and their loyalty to Teh Poci.
2. Interviews: In-depth interviews will be conducted with a smaller subset of respondents to gather more detailed insights into customers' emotions, experiences, and preferences related to Teh Poci branding.
3. Literature Review: Secondary data will be collected through a review of existing literature, which will help support and contextualise the findings of the primary research.

C. Data Analysis

Data analysis will be conducted using simple linear regression analysis to determine whether emotional branding significantly influences customer loyalty. The regression analysis formula is as follows:

$$Y = a + b_1 X_1 + e$$

Description:

Y = Customer Loyalty

a = Constants

b₁ = Regression Coefficient *Emotional Branding*

X₁ = *Emotional Branding*

e = error

The analysis will be conducted using SPSS software to analyse the relationship between the emotional branding variable and the customer loyalty variable.

RESULTS AND DISCUSSION

Data Analysis Results

After conducting data analysis using simple linear regression, the findings show that emotional branding positively influences customer loyalty to Poci Ice Tea at the Aspol Soppeng outlet. The regression analysis results show a statistically significant relationship between emotional

branding strategies and customer loyalty levels. Elements of emotional branding, such as brand storytelling, sensory experiences, and brand vision, have played a key role in creating emotional bonds with consumers.

Instrument and Hypothesis Testing

Instrument Testing:

The tools used for data collection, including questionnaires and interviews, were tested for reliability and validity. The Cronbach's alpha value for the questionnaire exceeded 0.7, indicating that the tool is reliable for data collection. Additionally, the face and content validity of the questions were evaluated and deemed appropriate for the research context.

Hypothesis Testing:

The hypothesis tested in this study is that emotional branding has a positive effect on customer loyalty at the Poci Aspol Soppeng Iced Tea Shop. The analysis results support this hypothesis, as the p-value from the regression analysis is below the significance level (0.05), confirming a positive relationship between emotional branding and customer loyalty.

1. H0 (Null Hypothesis): Emotional branding does not have a positive effect on customer loyalty.
2. H1 (Alternative Hypothesis): Emotional branding has a positive influence on customer loyalty.

The null hypothesis is rejected, and the alternative hypothesis is accepted, as the data supports the positive influence of emotional branding on customer loyalty.

Answer to the Research Question

The research question posed in this study is:

‘Does emotional branding have a positive influence on customer loyalty among Poci Ice Tea consumers in Soppeng?’

Based on the data analysis, the answer is Yes. Emotional branding positively influences customer loyalty at Poci Ice Tea outlets. The emotional connection formed by the brand story, sensory experiences, and brand vision resonates strongly with customers, driving their commitment and repeat purchases.

Findings

Emotional Branding and Customer Loyalty:

The findings indicate that emotional branding is a crucial factor in building customer loyalty. Customers who feel emotionally connected to a brand are more likely to make repeat purchases, recommend the brand to others, and remain loyal even when faced with alternatives.

Impact of Emotional Branding Elements:

Emotional branding elements, such as relationship building, sensory experiences, imagination, and brand vision, play a crucial role in building loyalty. These elements contribute to the formation of strong emotional bonds between consumers and the brand.

Interpretation of Findings

The research results show that Teh Poci's emotional branding strategy has successfully created an emotional bond with its customers. The positive influence of emotional branding on customer loyalty can be attributed to several factors:

1. Brand Story: Customers connect with the unique story behind Teh Poci, which strengthens their emotional bond.
2. Sensory Experience: The distinctive taste and packaging of Teh Poci provide customers with a

memorable sensory experience, enhancing their loyalty.

3. Brand Vision: The brand's values and mission align with customers' emotional needs and expectations.

In conclusion, emotional branding is a powerful tool for building deeper customer relationships, leading to long-term loyalty and improved customer retention.

CONCLUSIONS AND SUGGESTION

Conclusion

This study utilised simple linear regression analysis to determine whether Teh Poci's emotional branding had an effect on customer loyalty. The results showed that emotional branding had a positive effect on Teh Poci customer loyalty. This means that the better Teh Poci's emotional branding, the higher the customer loyalty

Suggestions

Based on the limitations and shortcomings of this study, several recommendations can be considered for future research, namely:

1. Future research is encouraged to include additional variables such as sensory branding, brand image, brand experience, brand attitude, and brand trust to expand the scope of existing research.
2. For future research, other research objects could be used, such as Two Leaf Ice Tea, Big Ice Tea, or other iced tea brands as comparators.
3. Future research is expected to obtain more in-depth answers from respondents. This can be done through observation and direct interviews with respondents.

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