

THE INFLUENCE OF EMOTIONAL MARKETING TOWARDS BRAND LOYALTY ON BEAUTY BRAND (CASE STUDY : THE BODY SHOP MANADO)*PENGARUH EMOTIONAL MARKETING TERHADAP LOYALITAS MEREK PADA MEREK KECANTIKAN (STUDI KASUS: THE BODY SHOP MANADO)*

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Abstract: The development of cosmetic industry in Indonesia currently is growing rapidly. The demand for beauty products has increase, which makes companies produce their products that offering the same benefit, quality, and price of its products. In Manado, beauty products already dominate the market with the major target market is female, one of them is The Body Shop brand. With this intense competition, satisfaction of the consumer is no longer enough to make the consumer loyal to the brand. In order to survive companies must have the ability to increase customer loyalty to the brand. One way that can be use is by making emotional connection with the customer. There are values in Emotion Marketing that can affect the emotional side of consumers, which are Equity, Experience, and Energy. This study used quantitative method. Questionnaire is used to collect data with The Body Shop customer in Manado and 100 people as the respondents. The result indicate that Equity, Experience and Energy simultaneously has a positive and significant impact on Brand Loyalty. However Equity and Energy has positive and significant impact on Brand Loyalty. While Experience has positive but not significant impact on Brand Loyalty at The Body Shop Manado.

Keyword: Emotional marketing, equity, experience, energy, brand loyalty

Abstrak: Perkembangan industri kosmetik di Indonesia saat ini sedang berkembang pesat. Seiring dengan meningkatnya permintaan akan produk kecantikan, banyak perusahaan yang memproduksi produknya dengan menawarkan manfaat, kualitas, dan harga yang sama. Di Manado sendiri, produk kecantikan sudah mendominasi pasar dengan target pasar utama adalah perempuan, salah satunya brand The Body Shop. Kompetisi yang semakin ketat membuat kepuasan konsumen tidak lagi cukup membuat konsumen loyal. Perusahaan yang ingin bertahan harus memiliki kemampuan untuk meningkatkan loyalitas pelanggan terhadap merek. Salah satu cara yang bisa dilakukan adalah menjalin hubungan emotional dengan pelanggan. Ada beberapa nilai dalam emosional marketing yang dapat mempengaruhi sisi emosional konsumen yaitu Equity, Experience, and Energy. Penelitian ini menggunakan metode kuantitatif. Kuesioner digunakan untuk mengumpulkan data dengan pelanggan The Body Shop Manado dengan 100 responden. Hasil penelitian ini menunjukkan bahwa Equity, Experience, dan Energy bersama mempengaruhi loyalitas merek. Equity dan Energy secara parsial berpengaruh positif dan signifikan terhadap loyalitas merek. Sedangkan Equity berpengaruh positif tapi tidak signifikan terhadap loyalitas merek di The Body Shop Manado.

Kata Kunci: Pemasaran emosional, ekuitas, pengalaman, energi, loyalitas merek

INTRODUCTION

Research Background

People's demand has increased for beauty and personal care products, which is thought to be the trigger for the growth of cosmetic industry. In 2019 Government has noted there are 797 large cosmetic companies and

small and medium companies in Indonesia, this figure is up from 760 companies in the previous year. With the rise of cosmetic industries that offer beauty items on the market, beauty brands are competing fiercely, there are high numbers of new product launches. The market for beauty product in Indonesia is quite potential, the attractiveness of the Indonesian cosmetic market cannot be separated from the large population. It is supported with the huge amount of people in Indonesia, which the number of population were 270 million people in 2020 consisting of 136 million male and 133 million female. Not surprisingly, multinational beauty brands entered Indonesian market. In Manado itself, beauty products already dominate the market with the major target market is female. There are many beauty brands that we can find in Manado, not only the local brand but also the brand from abroad. One of the well-known foreign beauty brand is The Body Shop.

Along with the growth of the demand for beauty products, many companies produce their products that offering the same benefit, quality, and price of the product. As we can see in the market, there are a lot of identical products, which gives consumers a lot of choices when it comes to skincare and cosmetics. Thus, the satisfaction of the consumer is no longer enough to make the consumer loyal to the brand. One way that can be taken to win the market competition is to make an emotional connection with the customer. A brand connects with customers through a powerful connecting point that goes beyond the product. It means that a brand must build an emotional bond with the consumers. It can assist in differentiating the brand from its competitors. There are values in emotional side which are Equity, Experience, and Energy or known as The Emotional E's. These three components can affect the emotional side of consumers in making purchase decisions. These values are more difficult to be imitate by the competitors. This difficulty is due to emotional marketing strategies that based on the emotion, these value will produce a special and unique characteristics of a brand.

Research Objective

1. To analyze the influence of Equity on Brand Loyalty partially
2. To analyze the influence of Experience on Brand Loyalty partially
3. To analyze the influence of Energy on Brand Loyalty Partially
4. To analyze the influence of Equity, Experience, and Energy on Brand Loyalty simultaneously

THEORITICAL FRAMEWORK

Marketing

Marketing is not only about how to provide a product, but how to satisfy consumers in order to gain profit to the company. The definition of marketing itself does not define just as the activities of selling and promoting products but more than that. Marketing is the process by which companies engage customers in return (Kotler and Armstrong, 2008).

Emotional Marketing

Emotional marketing or emotional branding is a term which is used in marketing that refers to the practice of building brands or companies that draws directly to the emotional of the consumers. Emotion marketing as the enterprise – wide pursuit of a sustainable connection that makes customer feel so valued and cared for which will lead their way to be loyal, it means that it is an effort made by companies to create sustainable relationships with customers, so that they feel valued and cared for. It is also states that emotional marketing raises emotion to the strategic level, acknowledging its importance in producing or reinforcing a brand identity, as well as managing customer experience (Robinette et al., 2001).

Equity

Equity is about trust, once trust is earned, it becomes the foundational source from which relationship develop and flourish. Equity is a combination of the trust a brand earns and an identity that allows customers to feel emotionally attached to it (Robinette et al., 2001).

Experience

Experience is focuses on the deep impressions felt by consumers when purchasing the product or service. It deals customers' interactions with a particular brand. Experience is the collection of points at which companies and consumers exchange sensory stimuly, information and emotion (Robinette et al., 2001).

Energy

The less energy a consumer has to spend, the easier it is for the consumer to obtain products or services will make consumer tend to feel happy. Companies that demonstrate concern about people's time strengthen the connection they share. Energy as — the investment of time and effort a customer makes in product or service. Is it easy? Accessible? Worthwhile?. Because today's customers are customers who really like convenience but still valuable (Robinette et al., 2001).

Brand Loyalty

Brand loyalty is a consumer preference consistent to make purchases on the same brand for a specific product or a certain category of services (Schiffman and Kanuk, 2009). According to Doyle (2016), Brand Loyalty is a measure of a customer's hesitancy to swith from one product or service to another.

Previous Research

Hashem, Ali, and Allan (2020) examined the influence of emotional marketing (EM) on brand loyalty though the mediating role of customer satisfaction. Through employing the quantitative approach; a questionnaire was distributed on (239) customer gained from malls, commercial complexes and retail stores in Jordan. Results of study indicated that emotional marketing focuses on the role of emotions in upgrading the business, directly to the customer's situation, impressions and aspirations, which translates into customer loyalty to the brand for a long time which is attributed to their satisfaction both emotionally and rationally of the brand and the service they get as end users.

Kusumadewi (2016) analyzed the implementation of emotional marketing to build customer loyalty. This research used The Emotional "E"s as the emotional marketing tools that has three factors, which is Equity, Experience dan Energy. The result shows that from the three factor of "E"s the Experience is the most influencing to a loyalty. Someone will become a loyalty customers if they have been given an emotional experience, a very unforgettable experience. Eventhough trust is not a big influencer and the energy not to big to spend, the positive emotional experience will make a customers to be a loyal customers.

Gunawan, Abdillah, and Devita (2018) aimed to (1) identifying and explaining the influence of experiential marketing toward brand loyalty, (2) identifying and explaining the influence of emotional marketing toward brand loyalty, (3) identifying and explaining the influence of experiential marketing dan emotional marketing toward brand loyalty together, (4) identifying and explaining whether Indonesian and Malaysian Consumers have different perspective about the influence of experiential marketing and emotional marketing toward brand loyalty. This research is an explanatory research and using quantitative approach. The sampling method of this research was purposive sampling. Questionnaire were used in order to gather the data from 120 respondent. Descriptive analysis, multiple regression analysis, and independent sample t test were used in order to analyze the data. The results of this research were experiential marketing affected significantly towards brand loyalty, emotional marketing affected significantly toward brand loyalty, experiential marketing and emotional marketing have an effect on brand loyalty together, and there's a different perspective among Indonesian dan Malaysian consumers about the influence of experiential marketing and emotional marketing toward brand loyalty.

Conceptual Framework

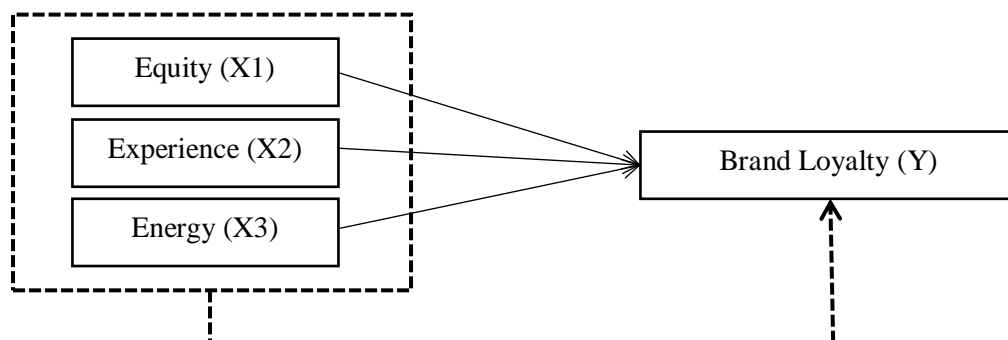


Figure 1. Conceptual Framework

Source: Data Processed

RESEARCH METHOD**Research Approach**

This research use quantitative approach in order to collect data. Quantitative method can be interpreted as a research method based on the philosophy of positivism, used to research on a particular population or sample, data collection using research instruments, data analysis is statistical, with the aim of testing predetermined hypotheses (Sugiyono, 2011). According to Azwar (1998), studies using a quantitative approach emphasize analysis on numerical data (numbers) processed by methods statistics. It can be concluded that quantitative research is the method in research that aims to verify theories, build facts by showing it in statistical descriptions, analyze the result with systematic procedures with numerical data or graphs.

Population, Sample, and Sampling Technique

The population in this research is The Body Shop's customer in Manado, which is 100 people who visited and have made transactions and has repurchased The Body Shop's product in Manado.

Data Collection Method

The data collection in this research use questionnaires by using Google form as a primary data. A questionnaire is a research instrument consisting of a series questions (or other type of prompts) for the purpose of gathering information from respondent.

Operational Definition of Research Variable**Table 1. Variabale Definition**

Variables	Operational Definition	Indicators
Equity	Equity is a combination of the trust a brand earns and an identity that allows consumers to feel emotionally connected to it	- Trust - Identity - Image
Experience	Experience is the collection of points at which companies and consumers exchange sensory stimuli, information and emotion	- Product - Environment - Communication
Energy	Energy represents the physical that consumers must sacrifice to get a product or service	- Accessible - Easier - Worthwhile
Brand Loyalty	Brand Loyalty is a deep held commitment to repurchasing a preferred product or service in the future, or it leads to repeated purchases of the same brand, even though situational influences and marketing efforts have the potential to cause behavioral shifts.	- Repurchase - Recommend to others - Unwilling to switch brands

Data Analysis Method**Validity and Reliability**

Validity test is used to measure the validity or validity of a questionnaire. Validity test is used to find out the respondent's interpretation of each statement contained in the research instrument, whether the interpretation of each respondent is the same or completely different. Reliability is carried out to test the respondents' interpretation of the items contained in the research instrument as indicated by the consistency of the answers given. Reliability is a value that shows the consistency of a measuring instrument in measuring the same symptoms. Each measurement tool should have the ability to provide consistent measurement results. The technique used to measure reliability is by using the Cronbach's Alpha Coefficient.

Multiple Linear Regression

Multiple Linear Regression Analysis is a statistical technique used to analyze the relationship between a dependent variable (criterion) with several independent variables (predictor). The purpose of multiple regression analysis is to examine the structural relationship between the dependent variable and the independent variable to then predict the value of the dependent variable. The formula of multiple regression models in this research is as follows:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

Description:

Y	= Dependent Variable (Brand Loyalty)
α	= Constant
$\beta_1 \beta_2 \beta_3$	= The regression coefficient of each variable
X1	= Equity
X2	= Experience
X3	= Energy
E	= Error

RESULT AND DISCUSSION

Result

Validity and Reliability

The value of correlation index for relationship among variable independent equity, experience, and energy with variable dependent brand loyalty are greater than 0.3 and below the significant level of 5% (0.05) show a positive relationship. Therefore the entire item statement of research variables is valid. All statements on the questionnaire were judged to be reliable because the Cronbach's Alpha Value Based on Standardized Items on each variable > 0.60 .

Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1.	(Constant)	.293	1.049	
	Equity	.383	.090	.348
	Experience	.044	.080	.040
	Energy	.558	.075	.538

Source: SPSS Output, 23

From the multiple linear regression equation above, it can be interpreted as follows :

1. The constant of the multiple linear regression equation in Table is 0.293 and is positive, this explains that if Equity, Experience, and Energy are 0 (zero), then the value of Brand Loyalty is 0.293.
2. Equity variable is 0.383 and is positive, this explains that each change of one unit in Equity, then the amount of Brand Loyalty will experience a change in increase of 0.383.
3. Experience is 0.044 and is positive, this explains that every change of one unit in Experience, then the amount of Brand Loyalty will change, it will increase in 0.044.
4. Energy variable is 0.558 and is positive, this explains that each change of one unit in Energy, then the amount of Brand Loyalty will experience a change in increase of 0.558.

Testing the Goodness of fit: Coefficient of Multiple Correlation (R) and Coefficient of Determine (R²)

Table 3. Result of R and R²

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802 ^a	.644	.633	1.216

Source: SPSS Output, 23

The magnitude of the relationship between the independent variable and the dependent variable calculated by the correlation coefficient is 0.802, so based on the interval table the value shows a very strong correlation. The R² value is 0.644 or 64.40%. This figure explains that brand loyalty is influenced by Equity, Experience, and Energy with 64.40%, while the remaining 35.60% is influenced by factors or other variables not examined in this study.

Tests of Classical Assumptions

Table 4. Multicollinearity Test Result

	Coefficient ^a		
	Tolerance	VIF	Status
Equity	.551	1.814	No Multicollinearity
Experience	.729	1.372	No Multicollinearity
Energy	.701	1.427	No Multicollinearity

Source: SPSS Output, 23

Tolerance value >0.10 and VIF <10, so it can be concluded that the independent variable has no multicollinearity relationship and can be used to predict Equity, Experience, and Energy as Emotional Marketing on Brand Loyalty.

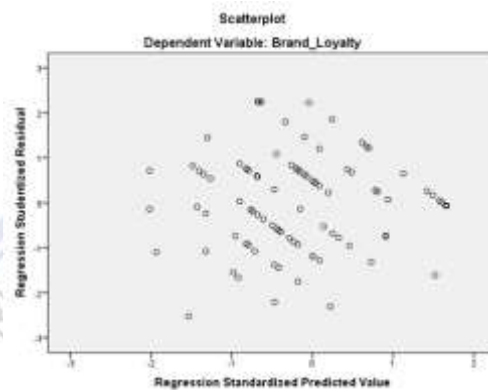


Figure 1. Heteroscedascity Test

Source: SPSS Output, 23

Figure 1 shows that the parameter coefficients for all independent variables used in the study did not occur heteroscedasticity, seen from scatterplot that spreads and does not form a particular pattern.

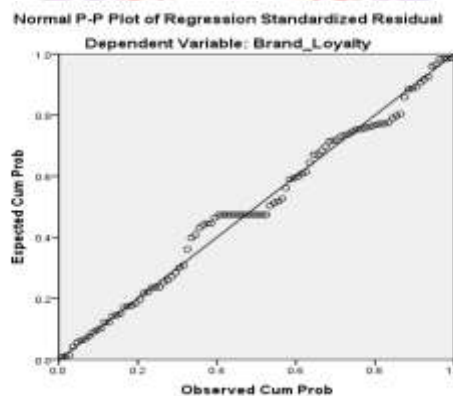


Figure 2. Normality Test

Source: SPSS Output, 23

Figure 2 shows the dots are spreading near the diagonal line and follow the direction of the diagonal line. Therefore, the normality test is accepted which means the data of this research is normally distributed.

Hypothesis Testing

F-Test 5. Simultaneous Test (F-test Output)

Model	Sum of Squares	Df	Mean Square	F	Sig.
1. Regression	256.352	3	85.451	57.836	.000 ^b
Residual	141.838	96	1.477		
Total	398.190	99			

Source: SPSS Output, 23

The calculated Fcount value is 57.836 the value is found on the F Distribution Table by determining the degree of freedom 1 (numerator) is 3 and degree of freedom 2 (denominator) is 97 with a significance level is less than 0.05 ($\alpha = 0.05$) and the level of confidence is 95% then Ftable is 2.69. Fcount is greater than Ftable (57.836 > 2.69), with a level of significant is less than 0.05 (0.000 < 0.05), it can be stated hypothesis 4 is accepted which means that Equity, Experience and Energy are together or simultaneously has a positive and significant effect on Brand Loyalty.

T- Test

Table 6. Partial Test (t-test result)

Variable	Tcount	Sig.
Equity	4.244	.000
Experience	.559	.578
Energy	7.400	.000

Source: SPSS Output, 23

Based on the result of partial regression analysis:

1. The t value for variable X1 is 4.244 with a significance level of 0,000. Since the value of $t_{\text{count}} = 4.244 > t_{\text{table}} 1.984$. It can be concluded that variable X1 has a positive and significant effect on Brand Loyalty.
2. The t value for variable X2 is .559 with a significance level of .578. Since the value of $t_{\text{count}} = .559 < t_{\text{table}} 1.984$. It can be concluded that variable X2 has a positive and but not significant effect on Brand Loyalty.
3. The t value for variable X3 is 7.400 with a significance level of 0,000. Since the value of $t_{\text{count}} = 7.400 > t_{\text{table}} 1.984$. It can be concluded that variable X3 has a positive and significant effect on Brand Loyalty.

RESULT AND DISCUSSION

In this research the data was collected from 100 respondents which is people who already become a customer of The Body Shop Manado. It is categorized by gender, age, job, frequency of visiting and purchasing The Body Shop's Manado store, and the frequency of visiting and buying products through The Body Shop Web site/Whats app official. The result showed that the majority of respondents are female as many as 82 respondents, and in the age category the majority of respondents are people aged 21-25 years with 45 respondents, in job category the majority of respondents are students with 54 respondents, and the frequency of people that visiting and buying the products at The Body Shop Manado every month is dominated with 1-2 time as many as 91 people. The frequency of people that visiting and buying through or use The Body Shop's Web site/Whats app is 61 people are using it and 39 people are not using The Body Shop Web site or Whats app.

This research was analyzed using multiple linear regression analysis. In the multiple regression method, regression procedures must be divided the variables into two variables which are dependent variable and independent variables. In order to get an accurate result from multiple linear regression method the purpose of this research is to analyzed the influence of Equity (X1), Experience (X2), and Energy (X3) as the independent variables to Brand Loyalty (Y) as the dependent variable. Based on the test result of the coefficient of determination (R2) it shows the value of R square or coefficient is 0.644, it can be seen that the resulting R2 value is 0.644 or 64.40%. This figure explains that Brand Loyalty of The Body Shop Manado object is influenced by Equity, Experience, and Energy by 64.40%. The result of this research that using F-test found that Equity, Experience, and Energy variables simultaneously has a positive and significant impact on Brand Loyalty. The result of this research showed the test using T-test, from the significance value it can be seen that not all variables partially have a significant impact.

Equity has a positive and significant effect on Brand Loyalty . This result is similar with the previous study by Mohammad (2017) which found that brand equity which one of dimensions is trust has significantly and positively impact on brand loyalty. Based on the research, most respondents are agreed that The Body Shop Manado is giving a good and trust-worthy services. In order to get to the point where customer become loyal the company needs to gain the trust, and The Body Shop Manado is successfully earn the trust from their customers. Experience variable has a positive but not significant effect on Brand Loyalty. It can be concluded that experience does not necessarily build brand loyalty. It means that customers who has a good experience from the brand will not necessarily be loyal to the brand. This finding is contradicts with the result of the previous study by Budi, Hidayat, and Mani (2021) which found that experience have a significant effect on brand loyalty. However, in

experiencing a brand, customers not only looking at the prices or the quality of the product, but they also looking for something that can make them feel connected emotionally with the company such as the environment of the store, the atmosphere, and even the personal service.

Energy has a positive and significant effect on Brand Loyalty. This result is similar with the previous study by Gunawan, Abdillah and Devita (2018) that found brand loyalty is influenced by an emotional marketing approach, where there is an influence from one of the elements which is energy in the consumer's effort to get a product. This research found that respondents are agreed that The Body Shop's products that can be accessed through the web site and via whats app official The Body Shop, make customers easier to make purchases whenever and wherever they are. This accessibility that provided by The Body Shop is such a great way to save people's time, by make things more accesible, they giving consumers the ability to make purchases wherever, whenever, and however they want. Because The Body Shop customers want a convenience provided by the company in making purchase transactions.

From the results of the tests that have been done, it shows that Equity, Experience, and Energy are together or simultaneously has a positive and significant influence on brand loyalty. The results in this study indicate that consumers have felt the Influence of Emotional Marketing which focusing on the variables such as Equity, Experience and Energy implemented by The Body Shop Manado, which in turn has an impact on increasing the level of loyalty felt by consumers to The Body Shop brand.

CONCLUSION AND RECOMMENDATION

Conclusion

1. The results show that Equity or trust as one of indepedent variables partially has a significant and positive influence on Brand Loyalty of The Body Shop Manado. This means that if equity increases then brand loyalty will be increased on The Body Shop Manado. It shows that The Body Shop Manado is successfully earn the trust from their customers.
2. The results show that Experience as one of independent variables partially has a positive but not significant influence on Brand Loyalty. It means that customers who has a good experience from The Body Shop Manado will not necessarily be loyal to the brand.
3. The result show that Energy as one of independent variables partially has a significant and positive influence on Brand Loyalty of The Body Shop Manado. This means if energy increases the brand loyalty will be increased on The Body Shop Manado.
4. The results show that Emotional Marketing as independent variable that consisting of Equity, Experience, and Energy are together or simultaneously have a positive influence on Brand Loyalty as the dependent variable. It means consumers have felt the Influence of Emotional Marketing implemented by The Body Shop Manado, which in turn has an impact on increasing the level of loyalty felt by consumers to The Body Shop brand.

Recommendation

Based on the conclusions obtained in this study, suggestions are made as a complement to the research results that can be given as follows :

1. The result show that emotional marketing consisting of equity, experience, and energy has a positive and significant impact on brand loyalty. Therefore, it is expected that The Body Shop Manado will improve their focus on the three variables in order for the customer to remain loyal.
2. The Body Shop Manado need to pay more attention on their environment, they need to create an attracted store appearance which can reflect the image of the brand. The Body Shop also need to improve the ability of their employees, in order to provide the required information and be able to encourage people to buy the products in a way that can make consumers comfortable in order to make customers loyal to the brand, and also can attract more consumers.
3. The Body Shop need to maintain and improve the accessibilty that they're provided for its customers. For instance, The Body Shop can provide promos for customers who are using their website official.

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