

A QUALITATIVE STUDY OF CONSUMER PERCEPTION ON EMOTIONAL BRANDING OF STARBUCKS MANADO TOWN SQUARE

STUDI KUALITATIF PADA PERSEPSI KONSUMEN TERHADAP EMOTIONAL BRANDING DI STARBUCKS MANADO TOWN SQUARE

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Abstract: Emotional branding is defined as the engagement of consumers in a deep, long-term, intimate emotional connection with the brand, which is beyond the benefit based satisfaction, and which creates a special trust based relationship for the development of a holistic emotional experience. The aim of this study is to know how is the Consumer Perception of Emotional Branding at Starbucks in Manado Town Square. In order to achieve these objectives the researcher got information from 15 informants using qualitative study which is in-depth interview and uses purposive sampling. The results showed the good emotional branding comes because of all the good experiences consumer gets when they visit starbucks coffee shop. In this case most of the consumer concern only on the service, price, product and the ambience. After made the conclusion of this current research, it is better for consumer to know and explore about the thing that makes them have a emotional branding towards starbucks coffee shop. For the Starbucks Coffee Shop at Manado Town Square, it is more better to keep improving the service and always provide a good innovation to make customer stay and retain.

Keywords: *consumer perception, emotional branding, starbucks.*

Abstrak: Branding emosional didefinisikan sebagai keterlibatan konsumen dalam hubungan emosional yang mendalam, jangka panjang, dan intim dengan suatu brand/ merek, yang berada di luar kepuasan berdasarkan manfaat, dan yang menciptakan hubungan berbasis kepercayaan khusus untuk pengembangan pengalaman emosional holistic. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana Persepsi Konsumen terhadap Emotional Branding di Starbucks di Manado Town Square. Untuk mencapai tujuan ini, peneliti mendapatkan informasi dari 15 informan menggunakan studi kualitatif yang merupakan wawancara mendalam dan menggunakan sampling. Hasil menunjukkan bahwa emotional branding yang baik tercipta karena faktor pengalaman yang baik yang didapatkan konsumen saat mengunjungi kedai starbucks. Dalam hal ini para konsumen lebih banyak memberi perhatian pada aktor servis, harga, produk, dan suasana. Setelah membuat kesimpulan dari penelitian ini, ada baiknya untuk konsumen mengetahui tentang apa saja yang membuat mereka mempunyai emotional branding terhadap kedai starbucks dan untuk starbuck sendiri, ada baiknya untuk tetap meningkatkan pelayanan serta menciptakan inovasi yang baik agar konsumen dapat bertahan.

Kata kunci: *persepsi konsumen, branding emotional, starbucks.*

INTRODUCTION

Research Background

In Indonesia, business development is growing rapidly. The development of business become an interesting field and has a big role in people's consumption. There is so many new business from small business to global business. It is seen from the many types of businesses that are starting to develop, such as food and beverages industries. Also, in Indonesia many food and beverages industries that has to be more innovative and creative to attract the customers attention. The businesses must understand what are the market needs and desires, and be able to fulfill the customer more effectively and efficiently compared to the competitors in order to win the market. The business development number affect the economic growth in Indonesia that causing the business competition become more difficult.

Business cannot be separated with competition and competition is an inevitable part of business. Every company needs to offer a variety of advantages and benefits of the product markets for the purpose of making a profit for the business itself. When dealing with the business competition, company management must be smart in creating certain bonds between the products with the customers. Companies are required to be able to determine the right marketing strategy in order to survive and win the competition, so the company's goals can be achieved. Every company must work hard to make a new strategy in marketing their products. Basically, the more competition, the more choice for customer to be able to choose products that match what they expect. Therefore, customers will be smarter and more careful in the face of the emergence of new products. .

Nowadays, companies must be able to personally approach to customer. When you touch the "emotional sense" of the customer, customer instinctively will feel happier and feel more about the "brand" of the product. If the company wants to have a strong brand in the market, the company should create a character for the company itself, so the "special character" that the company has, is specifically known by the market and not only as a provider of solutions but as a friend. All marketing strategies means nothing when the company cannot touch the emotional side of the customer. Because, the emotional side of the customer can affect their mind a thousand of times faster than the rational mind. The art of selling is an act of transferring emotions. Also, brand is important to attract customer, so the brand must can explain the identity of the product.

Emotional branding is about building a relationship between a brand and its customer by using something that appeals to a buyer's goals, wants, needs, desires, ego, and emotions. Emotional branding is the key to an enduring brand with deep customer relationship. Emotional branding is defined as the engagement of consumers in a deep, long-term, intimate emotional connection with the brand, which is beyond the benefit based satisfaction, and which creates a special trust based relationship for the development of a holistic emotional experience. Emotional branding can be a key element for an organization that wants to build and maintain the loyalty of the customer. When the emotional branding is executed well, it can turn out the customer base become similar with fan base. These "fan" are so invested to a brand until the loyalty of the customer is unbreakable. Starbucks Coffee Indonesia is now in 326 different locations all around major cities, connecting to Indonesians one cup at a time. Also, Indonesia had the biggest Starbucks store in Southeast Asia that located in Bali. Starbucks has become a beacon for coffee lovers everywhere. In Indonesia, Starbucks coffee only offered 3 kind of cup size such as Tall, Grande, and Venti. Starbucks also have a branch in Manado, North Sulawesi.

Starbucks Coffee has 3 branch stores in Manado. Located in 3 different place in Manado, such as Manado Town Square, Grand Kawanua City Walk, and Sam Ratulangi Airport. First opened store was in Manado Town Square on 2015. Because this Starbucks store is located at the down town Manado, it become the busiest Starbucks store in Manado. Basically, these two different group of people based on gender, female and male. Seen from the economy level, mostly the customers of Starbucks has above average of income. Starbucks become one of the famous place to hang out, to do meeting, and for students become the best place to do assignment because they provide good internet connection, and the atmosphere of the store makes the customer feel comfort. Most of all the time, customers difficult to find a seat. But, most of the customer will wait for it patiently. Because, they feel the good atmosphere of the store even when crowded. Indirectly, Starbucks retain the customer to come back and buy their products.

Based on the problem background above, the author is interested to conduct a research entitled: A Qualitative Study of Consumer Perception of Emotional Branding at Starbucks Manado Town Square

Research Objectives

To know how is the Consumer Perception of Emotional Branding at Starbucks in Manado Town Square.

THEORETICAL REVIEW

Marketing

Marketing is the process of interesting potential customers and clients in your products and/or services. The key word in this marketing definition is "process"; marketing involves researching, promoting, selling, and distributing your products or services. Marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. This definition is based on basic marketing exchange process, and recognizes the importance of value to the customer (Kotler, 2010:11).

Consumer Perception

Customer Perception is a marketing concept that tells us what customers think about a brand or a company or its offerings. It can be positive or negative feelings, perceptions, inhibitions, predispositions, expectations or experiences that a customer has. Consumer perception is a process through which people select, organize and interpret sensations. Perception refers to the senses that any organism uses to collect information. Factors that influence consumer perceptions of a brand are: • Quality This is one of the factors which consumers take into account when making their choice of branding.

Emotional Branding

Emotional branding is defined as the engagement of consumers in a deep, long-term, intimate emotional connection with the brand, which is beyond the benefit based satisfaction, and which creates a special trust based relationship for the development of a holistic emotional experience. (Gobé, 2001:33) There are four essential pillars of the emotional branding process, which provide the outline of a successful emotional branding. These pillars are: Relationship – is about being deeply connected with and showing respect for your consumers as well as giving them the emotional experience that they desire; Sensorial experiences – is about reaching memorable emotional brand contact that will create brand preference and loyalty; Imagination – is about people and marketers role in making people's lives more fulfilling through beauty; Vision – is the essential element of a brands long-term success.

Previous Research

Aji (2013) The title is The Emotional Branding Strategy of Showroom Auto 2000 Pecindilan Surabaya. The aim of this study is to know how the emotional branding strategy to increase the customer interest of the brand and to know how the company's strategy in making their brands more known to the public. This research is a descriptive qualitative approach. The collecting data technique of this research is in depth interviewing technique. The results of this research is with Emotional Branding, it was effective for customers to trust the Toyota brand in the Auto 2000 Pecindilan Surabaya.

Shupletcova (2017) The title is the connection between emotional branding and social media. The theories of emotional branding and the role of social media are explained using secondary sources of data. The second part introduces the case company and its practices based on the mix of secondary and primary data collected from the case company. The thesis finishes by answering the research questions that are asked in the beginning of the research. The aim of the thesis is to analyze current performance of the case company in social media and what emotions the brand evokes in its customers. The main purpose is the development plan for the social media in relation to the theory of emotional branding. The goal of the research was to understand how the theory of emotional branding can be applied in practice using social media of the case company. In sum the development plan was presented and the research questions were answered. The results showed how the case company can improve its social media and brand strategy in order to achieve increase in brand awareness and revenue of the company.

Ankita (2018) This research is studied about Emotional Branding: A New Way to Connect to Customers. The present study has been designed to examine the impact of different components of emotional branding on intention to purchase. The results have revealed that all the parameters to measure emotional branding (brand trust, brand lifestyle, brand relationship, brand personality) as well as brand attitude are positively correlated with intention to purchase. The study has also revealed that brand trust and brand lifestyle have the greatest impact on intention to purchase.

Conceptual Framework

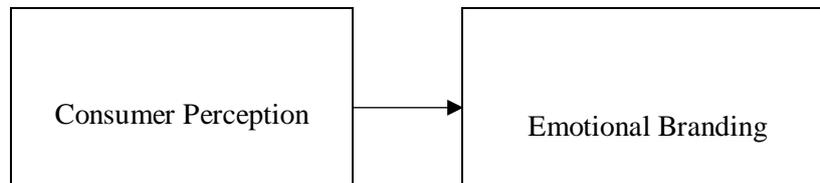


Figure 1. Conceptual Framework

Source: *Data Analysis Method, 2019*

RESEARCH METHOD

Research Approach

This research is qualitative research methodology which is descriptive research. This research wants to analyze to know how is the Consumer Perception of Emotional Branding at Starbucks in Manado Town Square research methodology which is descriptive research. According to Denzin and Lincoln (1994:22), qualitative research involves the studied use and collection of a variety of empirical materials - case study, personal experience, introspective, life story, interview, observational, historical, interactional, and visual texts - that describe routine and problematic moments and meanings in individuals' lives.

Population, Sample and Sampling Technique

A population is a group of experimental data or persons. Population is identifiable group of elements (people, products, organizations) of interest to the researcher and pertinent to the information Population is generalization region consist of object or subject having certain quantity and characteristic that is fixed by researcher to studying and to gain conclusion (Sugiyono, 2005:34). The social situation of this research is all elements that can be informants about everyone who are retained customers at Starbucks. Sugiyono (2007:19) Sample is the subset or subgroup of population and A sample is the selected people chosen for participation in a study. Sampling techniques is the way to collect and grab the data from trusted people and in order to get a good result. This research use purposive sampling technique in order to get more valid and detailed result. The researcher took about 10 informants.

Data Collection Method

Data collection method plays an important role in impact evaluation by providing useful information to understand the process behind observed result. In this part data collection method divided into primary and secondary data.

Operational Definition of Research Variables

Operational definition is a certain explanation about some issues that measured by certain terms. also the operational definition of a variable is the specific way in which it is measured in that research. In this research the main variable is Emotional Branding, The engagement of consumers that lead to a deeper emotional connection with Starbucks, more than satisfaction and loyalty, also creating trust and strong long-term relationship. The indicator of the variables are Engagement of consumers, Long-term Satisfaction, Emotional experience, Sensorial Experience, Retention of consumer.

Instrument Testing

The key instrument of this research is the researcher. The researcher is trained and has good understanding about all aspects of this research. The researcher was equipped with a note book, a recorder, and a camera in order to conduct interviews and The key instrument of this research is the researcher. The researcher is trained and has

good understanding about all aspects of this research. The researcher was equipped with a note book, a recorder, and a camera in order to conduct interviews.

Data Analysis Method, Validity and Reliability

In this qualitative data analysis there are explanations in detail of the process after collecting data till getting conclusions, According to Miles and Huberman in Sekaran and Bougie (2010: 46) there is generally steps in qualitative data analysis: Data Collection, data reduction, data display, drawing and verifying conclusion. Reliability is the overall consistency of a measures and is a way of assesing the quality of the measurement procedure used to collect data also the reliability in qualitative data analysis includes category and interjudge reliability. Validity is the extent to which a concept, conclusion, or measurement is well-founded and corresponds accurately.

RESULT AND DISCUSSION

Result

The result contains explanation in the detail about the information that have been gained from the informants through in-depth-interview. The main object of this research is Starbucks in Manado Town Square 3. Starbucks coffee is companies headquartered in Seattle, Washington. By selling the best quality of coffee and related products, and providing high class customer service and it makes Starbucks leading brand and retailer of finest coffee in each of its target markets nationally and internationally. Starbucks Coffee has 29.324 branches around the world. In Indonesia, Starbucks Coffee has 326 branches including in Manado. The first branch store in Manado was opened in Manado Town Square 3 on 2015, then the other branch stores are located in Grand Kawanua Citywalk, and Sam Ratulangi Airport.

Informant 1: Kezia Tewu (College Student)

Kezia is a college student who has been known starbucks for quite long, she has been knowing starbucks coffee since she was in senior high school, and its around 6 or 7 years ago. As a student she loves to try any coffee shop, one of her favorite was starbucks coffee. In a week, she might visit starbucks around 2 or 3 times a week, thus also sometimes she could visit starbucks more often, depends on her mood, or needs. When visited starbucks she already has a spesific menu that has become her favorite, the main menu that she always ordered was espresso brownie for the food, and she choose caramel macchiato for the coffee and sometimes when she wants to drink something sweet she will ordered Double Choco Chip and also Green Tea, Coffee are the main menu that she prefer to buy and consumed when she visit starbucks coffee shop, but mostly she loves all the menu's that starbucks had.

Informant 2: Ian Pinasang (College Student)

Ian Pinasang is a college student who has a hobby to visit starbucks coffee shop, he has been known starbucks for quite long and its around 6 years, the first time he knows about starbucks when he visited mall and seeing starbucks banner in front of the coffee shop. He usually visited starbucks coffee around 4 times a week and sometimes when he did not visit starbucks shop he will ordered it through online transportation application. Ian has a favorite product when he visited starbucks such as Iced Shaken Lemon Tea, Cinamon Roll. These two product was the product that he mostly ordered when he went to starbucks, and he definetely will order the same product of food and beverages everytime he goes there. The good thing that he love about starbucks was the service because sometimes when the barista or the employee or starbucks made mistakes, they will throw the previous product and change to the new one in order to keep their quality and showed to the consumer that they has a good service. He said that starbucks has a good service, but its good to generalize the service with the furniture, he said that starbucks open in Manado already quite long and its good for them to change the old furniture to the new one. But still he said despite with all the bad things he still visit and repurchase starbucks products continously.

Informant 3: Charles F. Rompas (Entrepreneur)

Charles Rompas is an Entrepreneur, he knows about Starbucks for quite long, but he might visited starbucks 1 or 2 times a week, depends on how often starbucks gave a promotion, the more starbucks gave a pomotion the more often he might visit starbucks coffee shop to buy a product that he liked. He said that when visit starbucks he has his own favorite drink which is Caramel Java Chip Frappuccino and for the food was cake

or the bread. According to him, he loves to visit starbucks when starbucks gave a promo like buy one get one or another promo so he can redeemed it when he visit starbucks, But sometimes he also loved to try another menu of starbucks especially seasonal menu. He said that talking about the employee, he always get a good respond from the barista or the employee of starbucks, but mostly they always treat him well. In his opinion he loves to visit starbucks, he loves the wooden concept, the design was very natural and he said it feels like even people are in mall or within the building but it feels very natural, the concept and design was good, the service was good, the taste of the food and beverages also good compare with other coffee shop.

Informant 4: Fiorent Kattang (College Student)

Fiorent Kattang is a college student, she said that starbucks is one of her favorite coffee shop so far, she loves to visit starbucks, especially with her friends. Fiorent also said that she always visited starbucks coffee shop with her friends to do their homework. She said that she has been known starbucks for quite long, and she might visited starbucks coffee around 6 times in a week and she has been known starbucks around 7-8 years, she said that she was a loyal customer and she always went to starbucks often. She used to take away or dine in depends on the situation. According to Fiorent, her favorite menu are Caramel Macchiato and she was types of person who always ordered the same product every time she visited starbucks. In her opinion starbucks has a good quality of service, especially for the drinks they always provide the same taste whenever she ordered. The supporting factor is when the barista allowed me to request to refill my caramel sauce for free and the baristas can recognized her. She loves that kind of little things can make her happy. According to her, starbucks place was very comfort and cozy, it is perfect for everyone start from kids, teenager, ages and etc. For her, the design of the store also good, the ambience was lit especially when she visit starbucks on the evening because they played a good song on that time, so very calming and she enjoyed her time while in there.

Informant 5: Josephine Weol (House wife)

Josephine weol is a housewife, who has a lot of activity to taking care of her family, when she has a free time after done her activity she usually will visit starbucks especially when she went to mall at Manado Town Square 3 she will definitely went to starbucks and she knows starbucks around 8 years ago. She said in a week she will spend her time and visit starbucks around 3 or 4 times. She was one of starbucks loyal customer, she also has her favorite drink which is hot tea like English Breakfast Tea and for the food she like italian bread and starbucks banana cake. Everytime she went to starbucks she will always ordered the same menu, because she preferred to drink something hot rather than cold or anything except s recommendation from her son because her son loves to try different menu when visit starbucks. In her opinion starbucks has a good service, even sometimes they changed the barista or the employee but still they kept trying to give their best for the customer, and all the starbucks's employee was very polite and most of them already can recognize her because she was one of starbucks loyal customer that will choose starbucks to spend her free time. She prefer to choose starbucks as the meeting point with her son, client, or everyone who had an appointment with her.

Informant 6: Jackly J. Tumangkeng, SE. (Fresh Graduate)

Jackly is a Fresh Graduate from Sam Ratulangi University, when he was in College he was very often to visit starbucks, especially with his friends, he always went to starbucks for hang out, and to do assignment. He has been known starbucks for quite long and its around 4 to 6 years ago, he visits starbucks 2 or 3 times a week. He said Green Tea become his most favorite drink. Every time he visit starbucks, Green Tea will be always in his payment receipt. According to Jackly's experinces, starbucks service is quiet good, they always deliver a good service to the customer and he always had a good experience when he went to starbucks. In his opinion, starbucks is a unique in terms of design and atmosphere comparing with the others coffee shop. Unique means starbucks is aesthetic. Besides, it is a pleasant place. He also said that the supporting factors that makes him come back and repurchase at starbucks because they always offer a special promotion to the customer and Jackly and his friend would probably split the bills and share the drinks together.

Informant 7: Kenneth Theys (High School Student)

Kenneth is a High School Student, he has been known starbucks around 3 or 4 years ago when he still in Junior High School, He knows starbucks from his friend. The first time he went to starbucks also with his friend. Kenneth said that he might visit starbucks around 4 to 5 times a week, and he also said that he is a loyal customer and categorized as starbucks reguler customer. He said that when the first time he visit starbucks he loves to try

many kind of foods and beverages, because he loves to try something new, but after all the time visiting starbucks, Cold Foam Ice Espresso become his favorite drink, but for the food he usually order different menu everytime he visited starbucks, but he said that he loves all the starbucks food, the cakes, the pastry and etc. In his opinion starbucks's service overall is good, he always had a good experience when visit starbucks especially the things that he always remember of starbucks coffee shop and always coming back because he has a special memories with his friends, the memories that he could not tell spesifically.

Informant 8: Dr. Ir. James Timboeleng, DEA (Lecture)

Dr. Ir.James is a Lecture, that usually visit Starbucks, he is one of the loyal customer of starbucks, he moslty went to starbucks everyday or everytime he has a free time, he also had known starbucks for quite long its around 7 or more years, actually starbucks was very suit with his taste and style, he said that he loves to spend his time at starbucks coffee shop especially in Manado Town Square 3. He is a loyal customer and have a starbucks member card, the unique thing was mostly all the barista has already recognized him and knows his favorite drink, the product he usually order and consumer when she went to starbucks was Signature Chocolate or Hazelnut Chocolate, for the food was Cinamin Murble , Spicy Tuna, and Smoked Beef, the taste was very good and suit him well, that is why he always repurchased this menu. He really loves the product of starbucks, and he will repeately the same product.

Informant 9: Melisa E. Ngangi, SE., MM. (Owner of a Business)

Melisa has been known Starbucks for quite long, since she was in Senior high school, and its around 6 to 8 years a go, especially when she was on College, starbucks is one of her favorite place to go, especially when she and her friends went there, starbucks has a good image, the place was very comfort, and also they provide free Wi-Fi so all the consumer can use it, when she was in college she usually went there to make her homework. In a week she might visit starbucs 2 or 3 times. Melisa said that when she went to starbucks she already have a favorite product, for food are Almond croisant, Sumatra chocolate eclair, for the drink are Doppio, Caramel machiato, Double Chocolate, she said that so far she have not found Coffee as good as starbucks, she always order the same product everytime she went to starbucks and mostly the drink that she bought was Caramel Machiato.

Informant 10: Kezia Lonteng, SE. (Fresh Graduate)

Kezia has been known starbucks for quite long, and its almost ten years, in a week she might visit starbucks coffee shop 1 to 3 times a week. She said that starbucks is a coffee shop that people will not easy to get bored, they provide WiFi that can be used for all the starbucks customer. She said that she is a loyal customer and really loves to visit and purchased anything at starbucks. Kezia said that moslty all the menu at starbucks was delicious but still she has a favorite product of food and beverages at starbucks, she loves Stuffed Tuna Crust and also Caramel Machiato, both product are her favorite. In her opinion, probably everytime she visited starbucks she will always ordered these two products and its rare for her to change the menu. In her opinion starbucks service already satisfied her, the employee was really friendly, polite, and always nice to the customer, and when they have a new product whether its the flavour of food and beverages they will tell to her and offer it.

Informant 11: Toar Micah Tesch (Student)

Micah is a student who loves to visit starbucks coffee shop, but he loves to go there when he went to Manado Town Square. He might visit Starbucks around once every 2 days or 2 or 3 times a week and he has been known starbucks for around 6 years. He said that he is one of loyal customer of starbucks since he has been knowing starbucks for quite long and its around 5 years a go, he also said that not only starbucks Mantos but when he outside of the town he will still visit starbucks coffee. He said that every time he visited starbucks coffee shop he would like to order some drink like caramel machiato and frapucino, he actually loves starbucks coffee. So far, he always gets a good experience and services when he visited starbucks coffee shop, he also said that the barista performance really well like they very talented to service a starbucks customer.

Informant 12: Gracia S SE (Fresh Graduate)

According to Gracia, the factors that mostly makes her loves to visit and buying starbucks's food and beverages continuously because the service was good, the barista/employees are very nice, and friendly, the place inside very comfortable espeically on weekdays, the ambience of starbucks was good and effect her to came back

continuously. The reason why she choose starbucks rather than others to buy her favorite coffe was because the product that she likes was only at starbucks,the taste really good, and they always gave a promo or discount for the consumer, and the strong brand image also influence her to keep retained at starbucks. Like she said ‘ i only have one product that become my favorite, and i will always buy the product everytime i want and i craved for the product, that is why starbucks was special’ But still in the future she hope starbucks will always keep improving and make an innovation and maintain their good service and good taste.

Informant 13: dr. Rilveria Mona Cambey (Medical Doctor)

In her opinion, starbucks is a cozy place, very minimalis, the smells and the design really suit her and especially for the ambience, the ambience suit with all the millenials especially him. So far, she always enjoyed and happy when visit starbucks. The factors that makes her loves to repurchased a product of starbucks because she already trust starbucks product, and also the taste always delicious. She said ‘i was really satisfied with starbucks, because went to starbucks it feels like home, its easy to order, the barista make it very faster, the service of starbucks was very unique, and they provide a simple spot of table to put all the additional sugar, chocolate that makes a good impression,’ hat is why as emotionally he loves to visit starbucks continuously and the thing that she likes was the ambience of starbucks was very unique.

Informant 14: Carina Aruan (Fresh Graduate)

Carina was not really into starbucks, but still she has been known starbukc for quite long like since 6 to 8 years ago.she knew from another city that has open starbucks earlier than Manado. In a week she might spend 1 to 2 times a week to visit or purchased starbucks product. Carina already have a a favorite product of food and beverages which for food Almond Croissant and for dink. In her opinion starbucks has a good relation with their customer, the employee was very nice and humble, they always nice to her thats also makes starbucks different than others, also the factors that makes her visit starbucks continuously because they have a good promotion, like for example they gave a discount, buy 1 get 1, and that was her favorite, and the important thing is starbuck’s menu have a differences than other coffee shop.

Informant 15: Sitti Noer Halid (College Student)

According to Sitti, she always get a good experience when visit starbucks for example starbucks has become a meeting point so her and her friends always choose starbucks as their meeting point. The factors that makes her kept choosing starbucks because they have a good promotiong which is they always share a discount or promo through message, line application, and their own app. Mostly her and her friends visit starbucks when its a promotion day. Sitti said that they have a good service, the store and the concept the design was good, the ambience suit her. Sitti said that the reason why she choose starbucks because it always good to visit starbucks especially when its on promotion day, and the product was delicious. But still she said “*i will keep retained as long as i get a good service, and its better to them to always keep improving especially for the food*”. Overall she loves to visit starbucks and repurchased their product especially for the food and hope she can always get and received starbucks promotion.

Discussion

In this research, the researcher wants to analyze the Consumer Perception on Emotional Branding of Starbucks Coffee Shop, after interview from all the informant and arrange the informant’s answer and make the coding, it can be concluded that starbucks has a good image and a strong brand among all the consumer especially for all the loyal customer. Most of the informant has their own perception towards starbucks, but most of them loves starbucks. Most of the informant also has a strong emotional branding. According to their answer of the question of the research they all have an emotional branding with starbucks, where they feel close, deep, and happy when visits starbucks coffee shop, the informant also said that the emotional branding that has been create is because all the good experiences they get when visited starbucks coffee shop. There are so many internal and external factors that support them to feel or to have an emotional branding with starbucks coffee shop.

Spesifically all informant also has become starbucks loyal customer and become a retain customer of starbucks. The perception itself is positive, they said that as customer they feel happy and satisfied because of the good services from the baristas or employees that always being so nice, polite and friendly. Also the price is worth the taste like the informants said that they have did not find any taste as good as starbucks, thats why most of them already have their own favorite food and drink at starbucks. Starbucks promotion is really good, they

always offer a promo and discount, free tester for their new menu to their customer, and they always create something new for the merchandise. Also about the ambience most of the customer are really loves the ambience that makes them feel happy and wants to stay longer when they visit starbucks coffee shop especially Starbucks in Manado Town Square III. The strong emotional branding has come because all the positive impacts and the good connection between the starbucks and their consumers, like the good perception comes after all the consumer or the loyal customer feel satisfied with all the services and good experience they get when they visit starbucks. Even there are so many coffee shop, but they said that starbucks is different, they have a strong engagement and a strong emotional branding since the first time they went to starbucks. The explanation above proves that Starbucks is one of the best coffee outlet among all the informants as a consumer, and besides that starbucks also is a good place for everyone. The related journal that supporting the current research, with the title "The development strategy of emotional branding on loyal customers", by Devina R (2015), the result shows that experience is one of the factors that makes consumer keep retained or being loyal to the products or services, while in current research also proved that experiences is one of supporting factors that makes people keep retained, the previous research support the current research which the factors of experiences supports the emotional branding.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the data analysis and discussion, the conclusion of this research as follows: The consumer perception of emotional branding at starbucks coffee shop Manado Town Square III is good and positive. The good emotional branding comes because of all the good experiences consumer gets when they visit starbucks coffee shop. In this case most of the consumer concern only on the service, price, product and the ambience.

1. Engagement of the Consumer: All the consumers have a deep and successful pleasure of starbucks, all the consumer feel happy, satisfied, and being a retain customer because the service is good and all the employees are kind, friendly and polite. They offer a lot of products and services promotion.
2. Long-Term Satisfaction: All the informants have become starbucks loyal customer for a long time. Most of the consumer also has been known starbucks for quite long, and all of them visiting starbucks around 1-7 times a week. The taste, the price, and service suit them well that makes them becomes a long-term customer.
3. Emotional Experience: Based on the emotional experience, all the consumer loves to stay longer at Starbucks because of the ambience, design, music, and all the starbucks food and beverages are good and satisfying. All of them has their own favorite.
4. Sensorial Experience: Based on the interview, most of the consumer does not really concern about the sensorial factors/experiencea, because they said that starbucks design, ambience,smell, temperature has already meet their standard. Thing that they concern was like the service, price, product and fortunately all of it was good.
5. Retention of Consumer: All of the consumer has become retained since they visited starbucks for the first time. The factors that makes them retained because starbucks is satisfying and most of them categorized as a retained and a loyal customer, and they said that they will repurchase starbucks' product.

Recommendation

This research has been conducted in order to explore generally about the consumer perception on emotional branding in Starbucks Manado Town Square. Here are some recommendations from the result, as follows:

1. For the consumer: It is good to know and explore about the thing that makes them have a emotional branding towards starbucks coffee shop.
2. For the starbucks coffee shop at manado town sqaure, it is more better to keep improving the service and always provide a good innovation to make customer stay and retain.
3. For the future researcher, the researcher hopefully will help in doing their research using the findings regarding with the topic, and even help as guidance in selecting the method of the research.

4. For the university, hopefully can give the students, lecturers and other parties in university to gain knowledge and additional information regarding with the current research.

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