THE INFLUENCE OF EMOTIONAL BRANDING TOWARDS BRAND LOYALTY ON HIJAB FASHION RETAILER IN MANADO

PENGARUH BRANDING EMOSIONAL TERHADAP LOYALITAS MEREK PADA PERITEL FASHION HIJAB DI MANADO

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Abstract: Indonesia as a country with Largest Muslim population in the world has a high economic value for the development of Muslim fashion world. By caring Muslim fashion Muslim fashion Nobby Hijab as retailer stores in particular selling hijab with great opportunity to attract Muslim women customers. Emotional Branding is a new paradigm in the marketing world can be interpreted to create an emotional feel for emotional between brands and consumers. Creating relation between a company and customer is building a good relationship., utilizing a sensory experience to create a product with an attractive design, empowering imagination for branding strength, and all that if it is well run brand loyalty. This is study uses quantitative method. Questionnaire is used to collect the data with 100 Nobby Hijab's customer in Manado as the respondent. Findings of this research show that relationship, Sensorial Experience, Imagination to Brand Loyalty significantly. For this result, Nobby Hijab must to develop existing brands for more advanced.

Keywords: *emotional branding, relationship, sensorial experience, imagination, brand loyalty, retailer store*

Abstrak: Indonesia sebagai negara dengan penduduk Muslim terbesar di dunia memiliki nilai ekonomi yang tinggi bagi perkmbangan fashion Muslim. Nobby Hijab sebagai toko ritel khusu menjual Hijab menjadi peluang besar untuk menarik pelanggan wanitan Muslim. Emotional Branding ada;ah paradigma baru di dunia pemasaran dapat diartikan untuk menciptakan nuansa kedekatan antara merek dan konsumen. Menciptakan hubungan antara perusahaan dan pelanggan dalam membangun hubungan yang baik, memanfaatkan pengalaman sensorik untuk menciptakan produk dengan desain yang menarik, memberdayakan imajinasi untuk kekuatan merek, dan jika semua itu d ijalankan dengan baik maka akan tercapainya loyalitas terhadap merek. Studi ini menggunakan metode kuantitatif . menggunakan kuisioner dengan mengumulkan 100 data pelanggan Noby Hijab di Manado. Hasil penelitian ini menunjukan bahwa hubungan, pengalaman sensorik, imajinasi terhadap loyalitas merek menunjukan data signifikan dan dari hasil ini Nobby Hijab harus lebih mengembangkan merek agar lebih maju.

Kata kunci: *emosional branding, hubungan, pengalaman sensorik, imajinasi, toko ritel*

INTRODUCTION

Research Background

Number population in Indonesia were 267 million people in 2018 consisting of 134 million male and 132,89 million female. BPS, 2018 Indonesia as a country with the largest Muslim population in the world has a high economic value for the development of Muslim fashion world. Muslim teenagers in general have begun to pay attention to the fashion see the designers who compete to make fashion trends that are special for Muslim teenagers, because wearing hijab in the present era is no longer an obstacle to be fashionable that used to be only wearing a hijab with a color that tends to dark has now started to wear a color that dare to reflect oneself. Therefore, the selection of fashion has become supposed to be Muslim teenagers. As the times progressed and the ease of cultural entry from outside, Muslim fashion developments continued to evolve.

The development also encourages Muslim fashion style from time to time around the world no exception to Indonesia. The range of the age is even more widespread. These covered garments are not only worn by mature women but extend to teenagers and children. In the era of globalization shopping has become a necessity to fulfill one's primary needs of buying clothes because they do not want to miss the model, a must for someone to buy clothes for the need or merely desire Moreover, especially for a Muslim woman whose head should be covered by the Hijab, because the religious orders of a Muslim must wear hijab for her daily. With the growing era of modern hijab is no longer a burden for a Muslim woman to wear it because in the present time there are many who sell special clothes for women who hijab like Nobby, a brand that was originally named Banana Fashion opened in 2002 that specifically sells women's clothes and has opened its store in 5 big cities in Indonesia at the time, and in 2010 by PT Basa Inti Persada changed its name to Nobby, taken from the Japanese word "preen or woman or definitive dozens meaning as a fashionable woman. Nobby is currently a focus on Muslim clothes with name retailer store is Nobby Hijab. Provides a variety of fashion models ranging from hijab (inner) to men Moslem clothes, also providing mukena for the use of prayers. Become one of the hijab brand in the interest at this time from parents until teenagers all like the model of clothes from Nobby Hijab, more special Nobby Hijab release the clothes not only for women but there is also a Muslim clothes for men. The trendy clothes design makes Nobby Hijab a lot in the interest, Nobby Hijab that open store shopping center can also be bought on the official website and e-commerce.

Research Objective
1. To analyze the influence of relationship on brand loyalty
2. To analyze the influence of sensorial experience on brand loyalty
3. To analyze the influence of imagination on brand loyalty
4. To analyze the influence of relationship, sensorial experience, imagination on brand loyalty

THEORITICAL REVIEW

Marketing

In this era marketing approach is one of the most important things that matter for people. Marketing activities become common, that can be easily found those in people daily life. 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 Amstrong, 2008).

Consumer Behavior

Consumer behavior is the study of the process involved when individuals or groups select, purchase, use or dispose of product, service, ideas or experiences to satisfy needs and desire. (Salomon, 2006) . Consumer behavior as the behavior that consumers display is searching for purchasing, using, evaluating and disposing of product or services that they expect will satisfy the needs. (Schiffman, 2007)

Emotional Branding

Emotional branding is that if a brand wants to be coveted should express something that fits the aspiration of the customer. The coveted brand make a bond between customer and companies, in other words, brand an emotional branding. (Gobe, 2008)

Relationship
        The core idea for customer or serve the customer as a real creatures, life, breathing or the complex will always beat a short-term marketing program and has always been a key in creating a brand that has the presence of the long-term emotional life in people lives. (Gobe, 2008)

Sensorial Experience
        Show that sensorial experience a brand for consumers is the key to achieving an emotional connection with a brand that can relationship and creating engagement with the loyalty. Due to increased offerings of products each other, the sensorial elements can be a key factor that distinguishes one brand experience by other brand experience. (Gobe, 2008)

Imagination
        Argues that imagination is a corporate vein as well as a temptation for people want to make the business environment a new working zone that nourish and open up to proactive and innovative ideas. The success of a company relies heavily on the understanding of extraordinary and infinite emotional power. (Gobe,2008)

Brand Loyalty
        Brand Loyalty is a form of consumer attitudes and behavior towards a brand, in addition to that, there is a also a defining that brand loyalty is a consumer commitment to make a consistently repurchase of a particular brand in the future, without being influenced by the situation and marketing efforts of the other brands that could potentially make the consumer switch brand. (Arnould, 2001).

Retailer
        Retailer are all activities of sales of goods and services directly to the end consumer for personal and household use not for business purpose. (Tjiptono, 2008)

Previous Research
        Kim (2019) to become more competitive, fashion retailers employ emotional branding as a way to engage customers, addressing the growing trends of consumers seeking emotional relationships with a brand. Brand technicalities such as product attributes, features, or facts may be unmemorable, personal feelings or experiences better shape consumers evaluation of brands.
        Balaji (2016) exploratory research theoretically analyzed in accordance with the objective and investigate the successful brands to pitch and associated affect in a way that customers are brand loyal phenomenally.
        Stancin (2017) to describe the role of emotions in creating a brands or discover the extent to which consumers are emotionally attached to particular brands.
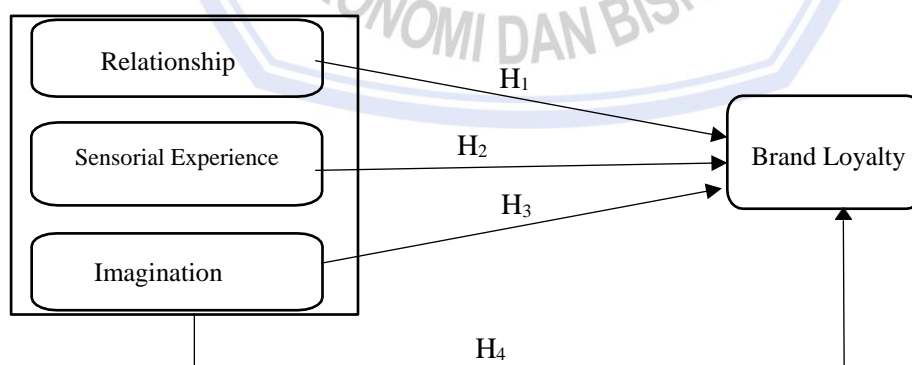
Conceptual Framework

Figure 1. Conceptual Framework
Source: Data Processed, 2019

Research Hypothesis

H_1: Relationship has a positive impact on brand loyalty

H_2: Sensorial Experience has a positive impact on brand loyalty

H_3: Imagination has a positive impact on brand loyalty

H_4: Relationship, sensorial experience, imagination, has positive impact on brand loyalty

RESEARCH METHOD

Research Approach

This is quantitative research that emphasize objective measurement and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or buy manipulating pre-existing statistical data using computational techniques. Survey method used as the sources of primary data distributing to find out the emotional branding to brand loyalty of independent variables (X) relationship, sensorial experience and imagination on dependent variable (Y) brand loyalty.

Population, Sample, and Sampling Technique

The population of this research is customer of Nobby Hijab. Sample is a part of the population, within research sample is divided within the current population in order to find the right entity for the research. The sample size of the research will be 100 respondent in this case, are consumers who come to buy products.

Data Collection Method

To collect the research data, primary data collection was used throughque4stionnaires by using Google form. 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 Variables

Table 1. Variable Definition

Variables	Operational Defition	Indicators
1. Relationship (X_1)	Relationship is a way the company Good communication with consumers, for example by showing respect for consumers.	- Familiarity - Friendly - Sincerity - Kindness
2. Sensorial Experience (X_2)	Sensorial Experience is about how a company creates an effective experience for consumers through its sensing device.	- Islamic music vibes - Attractive clothes fabric color - Nice clothes design - Smelly inside shop is calm convenient for Shopping
3. Imagination (X_3)	Imagination is the company's veins and Temptation for people who want to make the business environment a New working zones that nourish and open themselves to ideas that are Proactive and innovative.	- Good logo store design - Good Identity store - Good exterior design Interesting packaging
4. Brand Loyalty (Y)	Brand loyalty is a very important concept in marketing strategies. The brand's loyal presence of consumers is indispensable for the company to survive	- Repurchase - Recommend to others - Demonstrate immunity from the appeal of similar products from competitors - Purchase outside the line of goods

Source: Processed Data, 2019

Validity and Reliability

Validity test use to measure the obtaining data are in line with the research concept. In other words, the instrument items used to obtain the data is correct and related with the concept of the research that will be conducted. Reliability test use to measure the consistency of instrument items. Reliability test defined as an index that showed far instrument items can be trusted or dependable.

Multiple Linear Regression

Multiple linear regression (MLR), also known simply as multiple regression, is a statistical technique that uses several explanatory variables to predict the outcome of a response variable. The goal of multiple linear regression (MLR) is to model the linear relationship between the explanatory (independent) variables and response (dependent) variable.

The formula of linear regression (multiple linear regression) is general as follow:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + B_3X_3 + \varepsilon$$

Description:
Y   = Dependent variable (Brand Loyalty)
X_1 = Relationship
X_2 = Sensorial Experience
X_3 = imagination
A   = Constant
$\beta_1, \beta_2, \beta_3$ = the regression coefficient of each variable
ε = Error

RESULT AND DISCUSSION

Result
Validity and Reliability

The value of correlation index for relationship among variable independent relationship, sensorial experience, imagination with variable dependent brand loyalty are grater than 0.3 and below the significant level of 5% (0.05%). Show a positive relationship. Therefore the data is valid.

Result of Multiple Linear Regression Analysis
Table 2. Multiple Linear Regression

| | Coefficients[a] | | | | |
| Model | Unstandardized Coefficients | | Standardized Coefficients | | |
	B	Std. Error	Beta	T	Sig.
1 (Constant)	-4.156	1.901		-2.182	.032
X_1	.546	.121	.350	4.511	.000
X_2	.180	.102	.153	1.768	.080
X_3	.510	.093	.439	5.486	.000

a.   Dependent Variable: Brand loyalty
Source: SPSS Output, 2019

Multiple regression analysis is used to determine the effect of the independent variables on dependent variable. The multiple linear regression equation can be interpreted as follow:
1. Constant value of -4.156means that in conditions of ceteris paribus, if all independent variables equal to zero
2. X_1's coefficient value of 0.546 means that if there is one unit increase in relationship (X_1) then the Brand Loyalty (Y) will approve and increase by 0.546
3. X_2's coefficient value of 0.180 means that if there is one unit increase in Sensorial Experience (X_2) then the Brand Loyalty (Y) will approved and increase by 0.180
4. X_3's coefficient value of 0.510 means that if there is one unit increase in Imagination (X_3) then the Brand Loyalty (Y) will approved and increase 0.510

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
		Model Summary		
1	.753[a]	.567	.553	1.634

Predictors: (constant), relationship, sensorial experience, imagination
Source: SPSS Output, 2020

The value of coefficient of determine is between 0 and 1. The coefficient of determine (R^2) according to the table 4.4 shown the coefficient (R) is 0.753 which that the variation of all independent variable explain 56.7% of variation in Brand Loyalty (Y), while remaining 43.3% is explained by other factors outside the model or not discussed in this research.

Multicollinearity
Table 4. Multicollinearity Statistics

	Tolerance	VIF	Status
	Multicollinearity Test Result Coefficients[a]		
Relationship	.751	1.331	No Multicollenearity
Sensorial Experience	.606	1.649	No Multicollenearity
Imagination	.705	1.418	No Multicollenearity

Source: SPSS Output, 2019

The tolerance value of Relationship 0.751, Sensorial Experience 0.606, Imagination 0.705 meaning that the tolerance value of each variable is more than 0.1. the VIF value of Relationship 1.331, Sensorial Experience 1.649, Imagination 1.418 meaning that the VIF value of each variable is less than 10. Since all the tolerance values are more than 0.1 and VIF value of each independent variable is less than 10, this research is free from multicollinearity.
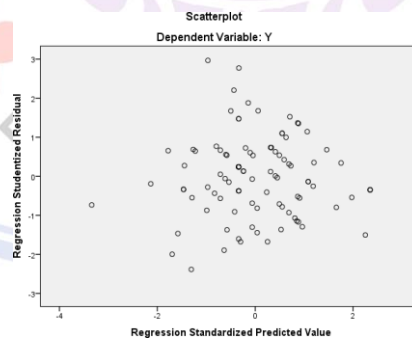

Figure 1. Heteroscedasticity Test
Source: Processed Data, 2019

Figure 1 shown that the dots are spreading above and below the number zero (0) in the Y. this proves that there is no heteroscedasticity I this regression.
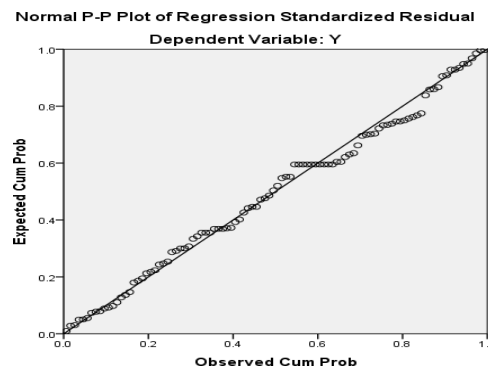
Figure 2. Normality Test
Source: Processed Data, 2019

Figure 2 shown that the dost are spreading near to 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 distributes.

Hypothesis Testing
F-test
Table 5. Simultaneous Test (F-test Output)

Model	Sum of Square	Df	Mean Square	F	Sig
1. Regresion	335.289	3	111.763	41.842	.000b
Residual	256.421	96	2.671		
Total	591.710	99			

Source: Processed Data, 2019

The value of F_{count} is 41.842 the value of Ft_{able} is found on the F Distribution Table by determining the degree of freedom 1 (numerator) is 3 and degree of freedom 1 (denumerator) is 96 with level of significance is 0.05 (α = 0.05and the level of confidence is 95% then F_{table} is 2.68. The result of F_{count} (43.019) > Ft_{able} (2.68). therefore, since F_{count} is greater than Ft_{able}, hypothesis 4 is accepted which means the independent variables simultaneously influence the dependent variable significantly.

T-test
Table 6. Partial Test (t-test Output)

Variable	Tcount	Ttable	Description
Relationship	4.511	1.660	Accepted
Sensoria Experience	1.768	1.660	Accepted
Imagination	5.486	1.660	Accepted

Source: Processed Data, 2019

Based on the result of partial regression analysis:
1. The value t-count of X_1 is 4.511 with the level significant of 0.000. Since the value of t_{count} = 4.511 > t_{table} = 1.660 meaning that H_1 is accepted.
2. The value of t-count X_2 is 1.768 with the level significant of 0.080. Since the value of tcount = 2.607 > ttable = 1.660 meaning that H2 is accepted.
3. The value of t_{count} of X_3 is 5.486 with the level significant of 0.000 Since the value of t_{count} = 5.583 > t_{table} = 1.660 meaning that H_3 is accepted

DISCUSSION
In this research the data was collected from 90 respondents which is the people who already become a customer of Hijab Nobby Manado, and categorized by age, education, income, how often the respondent go to

shopping, total expenditure . The result shows that most of the respondents are between 17-25 years old (85.0%), with the largest number of sampled respondents' education level is Senior High School that is 48.0 %, largest number of sampled respondents (48,0%%) have income between Rp. 0-500,000, the frequencies go to Nobby is 1- 2 times monthly based the percentage 65.0% and the respondent expenditure the product by Nobby is Rp. 0-500,000 the percentage 65% .

   This research was analyze using multiple linear regression analysis. In the multiple regression method, regression procedures must to divide the variables into two variables which are dependent variable and independent variables. To get an accurate result from multiple linear regression method the purpose of this research is to analyzed the effect of Relationship (X1), Sensorial Experience (X2), Imagination (X3) as the independent variables to Brand Loyalty (Y) as the dependent variable. The result of this research shows that based on hypothesis testing by using F-test, it is proven that there is linear relationship between independent and dependent variable simultaneously. It is also shows that based on hypothesis testing using T-test, from the significance value it can be seen that all variables individually have a significant effect. Variables that have significant effect are each variables such as Relationship, Sensorial Experience, Imagination on the Brand Loyalty.

   Sensory experience is an effort to create experiences related to the sensorial experience including sound, smell, taste, and Touch. Krishna (2012) with this statement proves to create a brand loyalty for customers with an approach through it is the second hypothesis that the Islamic music that can be heard in the store, clothes that are sold in terms of materials and colors are very attractive, the design of the clothes and the shoulders are very good for consumers who wear hijab, aroma fragrant scent in the shop the customer feel comfortable and feels at home in the store, in this study the sensorial experience positive impact on loyalty supported customers but not worth the result of other indicators.

   Keller (2008) mentions that creating a positive brand image marketing program that connects strong, profitable and unique associations for in-memory brands thus the third hypothesis that the imagination is positive affects the loyalty of supported customers. Support the statement of these research experts shows that is due to the selection of logo design Nobby Hijab which is easily recognizable, easy to find store layout, attractive exterior design and packaging products from Nobby Hijab is very interesting

   Based on previous study Dewanti R, Chu T.J, Wibisono S (2011) experiental marketing giving significant influence on brand trust whereas emotional branding giving significant influence toward brand loyalty. Become brand loyalty must give a recommendation to others is form to loyal brand from customer to the products or the company with such attitude means in the hearts of customer's willingness to provide reference other to consume the product, immunity or not being caught by customer interest the brand of similar services and promotional forms of competitors and customer will always but the item because loyalty to brand from store Nobby Hijab and purchase outside the line of goods it means the customer by providing not only the line in form physical stores but with online website that are provide to become brand loyalty. The present study shows that the human senses sensory cues sight, sound, smell, taste, and touch all can affect our preferences, memories, and choices (Krishna, 2011). It can be used by companies as a strategy to stimulate customers to feel comfortable, satisfied, value to an individual, brand image and loyal Hultén et al (2009); Krishna. (2012) ; Rodrigues et al. (2011)

   All of the results of positive and significant predictor, the dependent variable that is brand loyalty show customers who are loyal to the brand is very important, the respondent says will still buy back the product and recommend it to others. From the success and reaching the brand loyalty there is a strategy. The strategy that is with emotional branding, focusing on the indicators in which there are relationship, sensorial experience, and Imagination.

CONCLUSION AND RECOMMENDATION

Conclusion

After examining the findings and discussing the result, The conclusions based on this research can be formulated as follows:

1. The independent variable which are relationship, sensorial experience, imagination influence simultaneously on brand loyalty as the dependent variable.
2. Based on the results of the research can be noted that the relationship respondent Nobby Hijab has a positive influence and significant to brand loyalty. This means that if a relationship increases the brand loyalty will be increased on the Nobby hijab. Also, the relationship will eventually also help Nobby hijab in the net of new consumers. It is in line with the research results showing consumers who are satisfied with the treatment of

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Nobby hijab with full familiarity, other than that the consumer greets with a friendly, polite and sincere and well-served when shopping in Nobby Hijab.

3. Sensorial Experience as one of independent variables partially affects brand loyalty as dependent variable positively. The results of the study showed that there is an increase but not too high, but with service in the store with the music that makes comfortable, clothes and that design is still to buy.

4. Imagination as one of independent variables influence partially on brand loyalty hijab fashion retailer as dependent variable positively. The respondent very attentive to the logo of the store, both the layout and exterior design until the packaging of the product that wants to buy.

Recommendation

1. The results showed that emotional branding consisting of relationships, sensorial experience and imagination has a positive and significant impact on brand loyalty. Therefore, the company should be very concerned about the three variables for the customer to remain loyal.

2. Relationship become an important factor to enhance brand loyalty, that is why Therefore having good relations with the company is an important thing for the advancement of companies, by researching a retail company that carries the theme of dress women's special shirts automatically need to know what is needed or can buy for the needs of hijab wear.

3. The results showed that the sensorial experience variable that is in the Islamic music vibes and the smelly inside shop is calm convenient for shopping has the lowest number. This indicates that it is necessary to continuously improve the quality of consumers ' wishes when they are in the store about the song that is in the store or aroma when the respondent come to the store.

4. Imagination is also something important, to know the imagination of customer to this retailer store and from the store also better understand the desire of customer to become loyal customer by knowing the desire of the imagination.

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