

The Role of Emotional Branding and Nutritional Benefit towards Customer Loyalty through Customer Satisfaction of Pocari Sweat in Kupang City



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ABSTRACT: This research provides insights into the influence of Emotional Branding and Nutritional Benefit on consumer loyalty and satisfaction regarding Pocari Sweat products in Kupang City. Path analysis was employed using primary data collected from 300 respondents through questionnaires. The findings indicate that Emotional Branding has a significant positive effect on consumer loyalty ($P < 0.05$) with a path coefficient of 0.437, as well as on consumer satisfaction ($P < 0.05$) with a path coefficient of 0.703. Similarly, Nutritional Benefit also has a significant positive effect on consumer loyalty ($P < 0.05$) with a path coefficient of 0.176, and on consumer satisfaction ($P < 0.05$) with a path coefficient of 0.184. Furthermore, consumer satisfaction was found to have a significant positive effect on consumer loyalty ($P < 0.05$) with a path coefficient of 0.285. Path analysis also reveals that Emotional Branding influences consumer loyalty through consumer satisfaction ($P < 0.05$) with a path coefficient of 0.201. The adjusted R-square values for consumer satisfaction and loyalty variables are 0.651 and 0.625, respectively, indicating that emotional branding and nutritional benefits can explain 65% and 64% of the variability in these variables. Based on these findings, it is suggested that PT Otsuka Pocari Sweat focuses on enhancing consumer satisfaction and loyalty in Kupang City by paying attention to Emotional Branding and Nutritional Benefit aspects. Future research should consider expanding the scope by including other variables that may also influence consumer loyalty and satisfaction.

KEYWORDS: Emotional Branding, Nutritional Benefit, Consumer Loyalty, Consumer Satisfaction.

I. INTRODUCTION

People's awareness of health in the modern era establishes each individual realizes the importance of sports and exercise. The body requires a product that can satisfy the body's needs after exercising, which is consuming isotonic drinks. An isotonic drink is a beverage consumed during exercise because isotonic drinks contain ingredients that can replace electrolytes that are gone when people sweat. Besides, some isotonic drinks also contain sugar, which can source additional energy (Adrian, 2021). This drink is good for replacing fluids and electrolytes lost during exercise and maintaining body stamina.

Pocari Sweat is an isotonic drink that is produced in Japan, made by PT. Otsuka Pharmaceutical, a pharmaceutical company. Pocari sweat has been known for a long time in Indonesia and is drunk by many people. Related to the hot weather, Kupang City and its people tend to need more beverage products that have the benefit of replacing body fluids. Kupang City people also know and consume isotonic drinks, especially the one that is already in people's minds, which is Pocari Sweat. But Pocari Sweat not only has advantages but also disadvantages. Pocari Sweat contains a good amount of sugar, which is not recommended for diabetes sufferers, and it is also not recommended to consume excessively. Therefore, Pocari Sweat is still a main choice for isotonic drinks because it's already on people's hearts and minds because of its innovation and benefits.

Table 1: Volume Penjualan Pocari Sweat di Kota Kupang

BULAN	TAHUN DAN QUANTITY				
	2019	2020	2021	2022	2023
January	63,000	42,939	44,928	45,215	86,637
February	54,775	35,273	34,678	37,053	62,879
March	54,320	43,029	43,033	67,567	76,867
April	62,099	40,480	44,457	33,910	56,505

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BULAN	TAHUN DAN QUANTITY				
	2019	2020	2021	2022	2023
May	69,274	52,004	49,356	61,543	50,677
June	61,894	47,749	54,534	47,209	41,167
July	54,007	43,640	44,139	38,345	48,124
August	52,568	47,192	52,550	50,756	43,747
September	62,781	57,201	63,237	63,840	86,119
October	90,915	71,782	72,538	76,335	71,351
November	113,648	83,888	63,175	58,815	86,069
December	85,494	67,201	51,278	57,101	78,948
TOTAL	824,775	632,378	617,903	637,689	789,090

Source: Pocari Sweat Distributor, Kupang City.

The data in Table 1 explained that from 2020 until 2022, there were some declines in the sales volume because of COVID-19. To increase sales volume again, the company needs to innovate with attractive advertisements. Consumer who feels satisfied after consuming Pocari Sweat and are aware of the benefits of Pocari Sweat can be a loyal consumer of the products and company.

Nowadays, Pocari Sweat has become a brand that is emotionally attached to the Kupang City people. Gobe (2005) said that emotional branding, or creating a brand with an emotional feel, is a concept for creating a brand image that aims to establish a deep emotional connection between the brand and consumers through creative and innovative approaches. Syahmurman et al. (2023) conclude that emotional branding positively affects consumer loyalty to the herbal product Rahsa Nusantara. On the other hand, in Azhar and Nirawati's (2022) research on the Influence of Experiential Marketing and Emotional Branding on Customer Loyalty through Starbucks Consumer Satisfaction in Surabaya, the results of their research explain that the involvement of Emotional Branding can reduce the level of customer loyalty.

Pocari Sweat, as a health product, must meet minimum nutritional requirements. Nutrients are elements needed for body processes and functions. Energy needs are obtained from various nutrients, such as carbohydrates, protein, fat, water, vitamins, and minerals (Potter & Perry, 2010). Tucci et al. (2011), who investigated the importance of different health benefits for consumers in their intention to purchase food, found that the most important health benefit influencing purchase intention was high nutritional value. The research results of Bogomolova et al. (2018) entitled Getting a "sweet" Deal: Do Health Sub-brands Influence Consumer Loyalty show that health sub-brands do not significantly influence consumer loyalty.

Contradictory results from previous research show that emotional branding and nutritional benefits have not been able to increase consumer loyalty. Companies can increase consumer loyalty by trying to increase satisfaction. As previous research findings show, for consumers to be loyal, consumers must feel satisfaction first. Kurniawan et al. (2022) show that Customer Satisfaction has a direct and significant positive influence on Customer Loyalty at the "Cheap" Padang Restaurant. Consumers who are satisfied with their experience and feel that a brand or company has consistently met their expectations are more likely to remain loyal and continue to choose the same product or service in the future. Therefore, based on the explanation above, the problem that needs to be researched is the Influence of Emotional Branding and Nutritional Benefits on Consumer Loyalty Through Consumer Satisfaction with Pocari Sweat Drinks in Kupang City.

II. METHODS

This current research uses quantitative methods to examine the loyalty of Pocari Sweat consumers in Kupang City. The research sample used a non-probability sampling method of 150 tourists who had already consumed Pocari Sweat twice or more. The sample is obtained through sample calculations 5-10 times the number of parameters, according to Hair et al (2014). Meanwhile, the measurement scale for the questionnaire uses a continuous rating scale. Data analysis was carried out using PLS-SEM (Partial Least Square - Structural Equation Modeling) software because this research is a latent variable that can be measured based on its indicators so that the author can analyze it with clear and detailed calculations.

III. RESULTS

a. Respondent Characteristics.

Initially, the questionnaire was distributed to 150 respondents who had consumed Pocari Sweat more than twice. Furthermore, the characteristics are summarized as presented in Table 1.

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Characteristics	Category	N	Percentage
Gender	Female	72	48%
	Male	78	52%
Age	15-24	23	15%
	25-40	100	71%
	>40	21	14%
Education	<Junior High School	1	1%
	High School	35	23%
	Diploma	26	17%
	Bachelor (S1)	88	59%
Jobs	Student	14	9%
	Entrepreneurship	62	41%
	PNS	26	18%
	BUMN	17	11%
	Etc.	31	21%
Income	<Rp2.000.000	36	24%
	Rp2.000.000-3.000.000	36	24%
	Rp4.000.000-5.000.000	43	29%
	>Rp5.000.000	35	23%
Frequency	2-3 times	51	34%
	4-5 times	24	16%
	>5 times	75	50%

From the data in Table 1 above, it is known that the difference between male and female consumers is only slightly different; most are aged 25-40 years, have a bachelor's degree, work in entrepreneurship, with an income of 4 million per month, and have consumed more than Pocari Sweat. than 5 times. Validity and Reliability

To achieve the results of this study, first, researchers need to conduct validity and reliability tests of online questionnaires to 150 respondents, with 39 questions. Found that all of the r count bigger than the r table (0,134), so all of the questions are valid. As for the reliability test for 4 variables, it was found that all the values were greater than 0,60, so all of the variables were consistent and stable so that the data could be used for research.

b. Validity and Reliability

To achieve the results of this study, first, researchers need to conduct validity and reliability tests of online questionnaires to 150 respondents, with 28 questions. The validity test was carried out using SEM PLS and found that each loading factor was greater than 0.7. This shows that these indicators are valid. Meanwhile, the reliability test shows that composite reliability has very good results, as seen from the composite reliability values, all of which have results of more than 0.70.

c. Hypothesis Test

In PLS, statistical testing of each hypothesized relationship is conducted using simulation. Therefore, in this case, the bootstrap method is carried out on the samples to be tested. Test results using bootstrapping from PLS analysis are as follows.

Direct Effect

Table 2. Path Coefficient (Mean, T-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
EB -> KEP	0,703	0,704	0,043	16,528	0,000
EB -> LOY	0,437	0,433	0,083	5,244	0,000
KEP -> LOY	0,285	0,294	0,083	3,453	0,001
NB -> KEP	0,184	0,184	0,048	3,802	0,000
NB -> LOY	0,176	0,173	0,068	2,606	0,009

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Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
EB -> KEP -> LOY	0,201	0,208	0,065	3,100	0,002
NB -> KEP -> LOY	0,052	0,052	0,016	3,381	0,001

All direct and indirect relationships had P values below 0.05, so they were declared to have a significant effect. Emotional Branding has a significant effect on Loyalty directly and through Consumer Satisfaction. Likewise, Nutritional Benefits also significantly influence loyalty directly, as well as through Consumer Satisfaction.

IV. DISCUSSION

a. The Effect of Emotional Branding towards Consumer Loyalty

Several indicators of emotional branding consisting of Relationships, sensory experiences, imagination, and vision from research show that the total average of emotional branding variables is categorized as good from these indicators, which can make consumers loyal to Pocari products in Kupang City. The Relationship indicator, which has the highest average value compared to other indicators, means that when a product builds a deep relationship with consumers through social media (Instagram) or other platforms, consumers will feel closer and get to know the product further. Consumers will be loyal to the products offered and not easily influenced by other similar products..

b. The effect of Nutritional Benefit on consumer loyalty

Nutritional benefits include several indicators that can make consumers loyal, including family immunity, nutritional value, good health benefits, and avoiding health problems. Health has a significant influence on consumer loyalty. The highest average value of Nutritional Benefit lies in the nutritional value indicator. This result shows that Pocari sweat consumers consider this product to have better nutritional value than other similar isotonic drinks.

c. The effect of emotional branding on consumer satisfaction

Relationships with customer's sensory experience, imagination, and vision greatly influence consumer satisfaction. The highest average score on Emotional Branding lies in the relationship indicator. The results of this research show that consumers are satisfied with the relationships built by Pocari Sweat through the fun social media platform (Instagram). So, the results of this research are positive and significant.

d. The effect of nutritional benefit on consumer satisfaction

The nutritional benefit indicators consist of immunity in the family, nutritional value, better health, and avoiding health problems. The total average value produced is good based on the results of this research, showing that the nutritional benefits contained in Pocari Sweat products can increase consumer satisfaction. The highest average nutritional benefit value lies in the Nutritional Value indicator. These results show that consumers think that Pocari sweat has better nutritional value than similar drinks, so the nutritional value of Pocari products can increase consumer satisfaction.

e. The Effect of consumer satisfaction on consumer loyalty

Consumer satisfaction has a positive and significant effect on consumer loyalty. It was explained that products can provide satisfaction for consumers so that they are loyal to the products or services offered by supporting factors such as recommending the product to other people, consumers using the product again, and having no complaints about the products or services used. The highest average value of consumer satisfaction lies in the indicator of no complaints. The results show that the Pocari Sweat product meets consumer expectations, and consumers are satisfied with the benefits contained in the Pocari Sweat beverage product.

f. The effect of emotional branding on consumer loyalty through Consumer satisfaction

Satisfaction can mediate between Emotional Branding and consumer loyalty. It can be interpreted that emotional branding provided through satisfaction can increase the loyalty of Pocari Sweat consumers in Kupang City. This is in line with research from Andrawati et al. (2022) entitled Emotional branding, company image and its influence on JKN-KIS participant loyalty: The mediating role of satisfaction.

g. The effect of nutritional benefit on consumer loyalty through consumer satisfaction

It can be seen that satisfaction can mediate between nutritional benefits and consumer loyalty. It can be interpreted that the Nutritional Benefits provided through satisfaction can increase the loyalty of Pocari Sweat consumers in Kupang City

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V. CONCLUSION

Based on the result of research on the role of emotional branding and nutritional benefit towards consumer loyalty through consumer satisfaction of Pocari Sweat in Kupang City, the following conclusions are drawn:

- a. Emotional Branding is able to increase consumer loyalty to consuming Pocari Sweat in Kupang City, with the relationship as the strongest influence.
- b. Nutritional Benefit also significantly affect Pocari Sweat consumer's loyalty in Kupang City.
- c. Emotional Branding is able to have a positive impact on consumer satisfaction in consuming Pocari Sweat in Kupang City.
- d. Nutritional Benefit also significantly affect Pocari Sweat consumer's satisfaction in Kupang City.
- e. Emotional Branding able to influence consumer loyalty through consumer satisfaction in Kupang City, and also Nutritional Benefit able to influence consumer loyalty through Pocari Sweat consumer's satisfaction in Kupang City

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