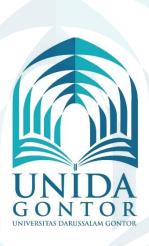
### **THESIS**

# THE EFFECT OF RELIGIOSITY, EMOTIONAL BRANDING, AND BRAND EXPERIENCE ON CUSTOMER LOYALTY

(Study on Boycott Vaseline Products at University of Darussalam Gontor Class C)



By:

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1446 H/2024

### **THESIS**

## THE EFFECT OF RELIGIOSITY, EMOTIONAL BRANDING, AND BRAND EXPERIENCE ON CUSTOMER LOYALTY

(Study on Boycott Vaseline Products at University of Darussalam Gontor Class C)

### **UNDERGRADUATE THESIS**

Submitted in fulfillment of the requirement for the degree of Bachelor of Economics (Management)

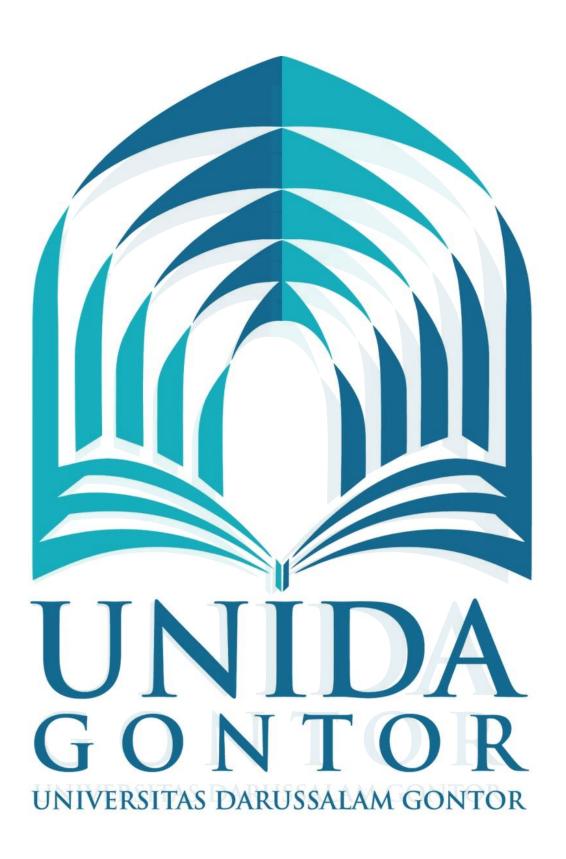
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### **ABSTRACT**

The Effect of Religiosity, Emotional Branding, and Brand Experience on Customer Loyalty (Study on Boycott Vaseline Products at University of Darussalam Gontor Class C)

### Nur Choirina Ma'rufah

### 42,2021,42,8045

The Palestine-Israel conflict, which is actually a territorial dispute, has not reached a solution yet, even though the UN has tried to mediate. Global solidarity with Palestine has given birth to a boycott movement against products affiliated with Israel, including Indonesia which supports the Palestinian struggle through the MUI fatwa. Many products in Indonesia are boycotted because they are affiliated with Israel, one of which is Unilever. Vaseline is one of Unilever's brands and has had a strong emotional bond thanks to its reputation and social campaigns. Vaseline also has good quality as evidenced by the experience of consumers who are satisfied with the results when using the product. So a feeling of dilemma arises for Muslim consumers including students at University of Darussalam Gontor Class C who have been using Vaseline products since before the outbreak of the Israel-Palestine.

The purpose of this study is to determine the Effect of Religiosity, Emotional Branding, and Brand Experience on Customer Loyalty to Boycott Vaseline Products at University of Darussalam Gontor Class C. The Researcher used a type of quantitative research with probability sampling techniques and purposive sampling approaches, which involved 154 respondents of Vaseline product customers who had been to 3 repurchases. Data collection was carried out through surveys, observations, and questionnaires. The data obtained by the researcher was analyzed using SPSS statistical software version 25. Data processing uses multiple linear regression T-Test and F-Test.

The research concludes that Religiosity (X1) has a negative but insignificant effect on Customer Loyalty (Y). In contrast, Emotional Branding (X2) and Brand Experience (X3) have a significant positive impact on Customer Loyalty. Simultaneously, the three variables (X) have a significant effect on loyalty with a contribution value of 9.6%, and 90.4% is influenced by other variables not examined in this study. An increase in Religiosity tends to decrease Customer Loyalty, while increases in Emotional Branding and Brand Experience enhance Customer Loyalty.

**Keywords: Brand Experience, Customer Loyalty, Emotional Branding, Religiosity** 

### **ABSTRAK**

Pengaruh Religiusitas, *Emotional Branding*, dan *Brand Experience* terhadap Loyalitas Pelanggan (Studi Pada Produk Boikot Vaseline di Universitas Darussalam Gontor Kelas C)

### Nur Choirina Ma'rufah

### 42.2021.42.8045

Konflik Palestina-Israel yang sebenarnya merupakan perebutan wilayah belum mencapai titik terang, meskipun PBB telah berupaya untuk menengahi. Solidaris global terhadap Palestina melahirkan gerakan boikot terhadap produk yang terafiliasi dengan Israel, termasuk Indonesia yang mendukung perjuangan Palestina melalui fatwa MUI. Banyak produk yang beredar di Indonesia yang di boikot karena terafiliasi dengan Israel, salah satunya adalah Unilever. Vaseline merupakan salah satu merek keluaran Unilever dan telah memiliki ikatan emosional yang kuat berkat reputasi dan kampanya sosialnya. Vaseline juga memiliki kualitas yang baik terbukti dengan pengalaman konsumen yang merasa puas dengan hasilnya saat menggunakan produk tersebut. Sehingga muncullah perasaan dilema bagi konsumen muslim termasuk Mahasiswa Universitas Darussalam Gontor Kelas C yang telah menggunakan Vaseline sejak sebelum meletusnya konflik Israel Palestina.

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh Religiusitas, *Emotional Branding*, dan *Brand Experience* terhadap Loyalitas Pelanggan pada Produk boikot Vaseline di Universitas Darussalam Gontor Kelas C. Peneliti menggunakan jenis penelitian kuantitatif dengan teknik probability sampling dan pendekatan purposive sampling, yang melibatkan 154 responden pelanggan produk Vaseline yang telah melakukan minimal 3 kali pembelian ulang. Pengumpulan data dilakukan melalui survei, observasi, dan kuesioner. Data yang telah diperoleh oleh peneliti dianalisis menggunakan perangkat lunak statistik SPSS versi 25. Pengolahan data menggunakan regresi linier berganda, Uji-t, dan Uji F.

Hasil penelitian menunjukkan bahwa Religiusitas (X1) memiliki pengaruh negatif namun tidak signifikan terhadap Loyalitas Pelanggan (Y). Sebaliknya, Emotional Branding (X2) dan Brand Experience (X3) memiliki pengaruh positif yang signifikan. Secara Silmutan ketiga Variabel (X) berpengaruh porsitif terhadap Loyalitas dengan nilai kontribusi sebanyak 9,6%, dan sebanyak 90.4% dipengaruhi oleh variqbel lain yang tidak diteliti dalam penelitian ini. Peningkatan Religiusitas cenderung menurunkan Loyalitas Pelanggan, sedangkan peningkatan Emotional Branding dan Brand Experience meningkatkan Loyalitas Pelanggan.

Kata Kunci: Brand Experience, Emotional Branding, Loyalitas Pelanggan, Religiusitas.



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### DECLARATION

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Department

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: The Effect of Religiosity, Emotional Branding, and Brand Experience on Costumer Loyalty (Study on pro Israel

Vaseline Products at Darussalam Gontor University Campus

C)

I hereby declare that this undergraduate thesis is the result of my investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at University of Darussalam Gontor or other institutions.

Wassalamu 'alaikum Wr, Wb.

Ponorogo, 14 Jumadil Akhirah . 1446 H

December 16th, 2024

Author,



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### APPROVAL OF SUPERVISOR

To Honorable.

Dean of Faculty of Economics and Management University of Darussalam Gontor

Bismillahirrahmanirrahim, Assalamu 'alaikum Wr, Wb

I certify that I have supervised and read this thesis, written by:

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Title

: The Effect of Religiosity, Emotional Branding, and Brand Experience on Costumer Loyalty (Study on pro Israel Vaseline Products at Darussalam Gontor University Campus

C)

In my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for degree of Bachelor of Management Department.

Wassalamu 'alaikum Wr, Wb.

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### THESIS EXAMINATION COMMITTEE APPROVAL

The examination committee declared that the thesis written by:

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Reg. Number: 422021428045

Title : The Effect of Religiosity, Emotional Branding, and Brand Experience on

Customer Loyalty (Study on Boycott Vaseline Products at University of

Darussalam Gontor Class C)

It has passed the thesis examination and it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor in Department of Management, Faculty of Economics and Management, University of Darussalam Gontor.

Chairmah

Hamidah Tusafah, S.E., M.Si.

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### Faculty of Economics and Management

كلية الاقتصاد والإدارة

### APPROVAL OF DEAN

The Faculty of Economics and Management University of Darussalam Gontor has received the thesis by:

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Reg. Number

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Title

: The Effect of Religiosity Emotional Branding,

and Brand Experience on Customer Loyalty (Study on Boycott Vaseline Products at

University of Darussalam Gontor Class C)

It is accepted as a fulfillment of the requirement for the degree of Bachelor of Management, academic year 1445-1446H/ 2024-2025 M.

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### **MOTTO**

عَنْ عَبْدِ اللهِ بْنِ عَمْرِ بْنِ العَاصِ رَضِيَ اللهُ عَنْهُمَا أَنَّ رَسُوْلَ اللهِ صَلَّى اللهُ عَنْهُمَا أَنَّ رَسُوْلَ اللهِ صَلَّى اللهُ عَنْهُمَا أَنَّ رَسُوْلَ اللهِ صَلَّى اللهُ عَنْهُمَا أَنَّ رَسُوا للهِ عَنْهُمَا أَنَّ رَسُوا الرَّبِ فِي رَضَا الْوَالِدِ، وَسَخَطَ الرَّبِ فِي سَخَطِ الْوَالِدِ

From 'Abdullah bin 'Amr bin 'Ash (may Allah be pleased with him), the Prophet (peace and blessings of Allah be upon him) said: "The pleasure of Allah depends on the pleasure of parents and the wrath of Allah depends on the wrath of parents"

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### **DEDICATION**

### Bismillahirrahmanirrahim

Alhamdulillahirabbil 'aalamin, all praise be to Allah SWT, the lord of the universe for all His infinite graces and gifts, so that the writer can complete this final task with patience and strength. May prayers and greetings always be poured out to the great Prophet Muhammad SAW, who has guided his people from the dark age to the bright era like today. Aamiinn.

This simple work that the author presents to them has become the main strength and encouragement during the author's work on this final project:

The two beloved parents, Mr. Makrufin and Mrs. Ribut, for all the love, affection, sacrifice, struggle, unbroken prayer, and moral and material support from the beginning of the author's birth until now. It is the sincerity and fortitude of both parents that is the motivation and encouragement for the writer to continue to strive to complete what has begun. May health, long life, sustenance, happiness, and blessings always be abundant for my beloved parents.

I would like to express my deepest respect to Mrs. Hamidah Tussifah, S.E, M.Si, as the supervisor of this final project, for all the guidance, assistance, direction, and patience that has been given during the process of writing this final project. Hopefully the knowledge given will be a good charity and a blessing for you until the end. Aamiinn.

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