

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)

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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)

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Konflik Palestina-Israel yang sebenarnya merupakan perebutan wilayah belum mencapai titik terang, meskipun PBB telah berupaya untuk menengahi. Solidaritas 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 kampanye 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 Simultan ketiga Variabel (X) berpengaruh positif terhadap Loyalitas dengan nilai kontribusi sebanyak 9,6%, dan sebanyak 90,4% dipengaruhi oleh variabel 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.