

THE IMPACT OF EMOTIONAL BRANDING AND SERVICE QUALITY ON CUSTOMER SATISFACTION OF HAUS INDONESIA

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Article history:

Received
17 November 2025

Revised
24 February 2026

Accepted
26 April 2026

Available online
30 May 2026

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Abstract:

Background: Indonesia's food and beverage sector recorded a 5.53% expansion in the second quarter of 2024, signaling sustained momentum. Haus Indonesia pursues innovation through Haus Keliling (Huling) mobile service, designed to raise customer satisfaction and secure the company's competitive position.

Purpose: To assess if emotional branding and service quality positively influence consumer satisfaction with Haus Indonesia products.

Design/methodology/approach: This quantitative descriptive study was conducted from March to July 2025 across all Haus Indonesia branches in West Java. Data were collected through a questionnaire, using purposive sampling with a sample size of 100 participants. The data were analyzed using SPSS version 29, which included validity and reliability tests, OLS assumption tests, multiple regression analysis, t-tests, F-tests, and correlation coefficients.

Findings/Results: Emotional Branding ($\beta_1 = 0.461$, $t = 4.592$, $p < 0.001$) and Service Quality ($\beta_2 = 0.589$, $t = 7.247$, $p < 0.001$) both have a positive and significant impact on Customer Satisfaction. Together, they account for 91.8% of the variance in customer satisfaction ($R^2 = 0.918$).

Conclusion: Both emotional branding and service quality are important factors influencing customer satisfaction at Haus Indonesia. Service quality has a stronger effect ($\beta_2 = 0.589$) compared to emotional branding ($\beta_1 = 0.461$). This suggests that while emotional engagement strategies are valuable, prioritizing operational service excellence is essential.

Originality/value (State of the art): This study presents new evidence regarding the synergistic effects of emotional branding and service quality on customer satisfaction within Indonesia's rapidly expanding food and beverage industry. Focusing specifically on Haus Indonesia, it underscores the significance of emotional engagement and the overall service experience in influencing consumer satisfaction in the context of a local brand.

Keywords: customer satisfaction, emotional branding, service quality, Haus Indonesia, mobile service

How to Cite:

Nur'aini, H. R., Juliandara, L., & Tartiani, Y. A. T. (2026). The impact of emotional branding and service quality on customer satisfaction of Haus Indonesia. *Indonesian Journal of Business and Entrepreneurship*, 12(2), 320. <http://dx.doi.org/10.17358/IJBE.12.2.320>

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INTRODUCTION

Tempo.co (2024) reports that Indonesia's food and beverage sector grew 5.53% in the second quarter of 2024, making it the largest contributor to manufacturing performance. This expansion sharpens competitive pressures, forcing firms to differentiate through complete consumer experiences that extend beyond basic product offerings. Within this landscape, emotional branding and service quality emerge as pivotal determinants of consumer satisfaction. The shift toward digital-era marketing intensifies this dynamic, as firms must move from traditional to digital approaches in engaging consumers (Kotler et al. 2019), while digital branding has become an important lever for strengthening businesses in the creative economy (Indrias, 2022).

Irwansyah and Mappadeceng (2018) define customer satisfaction as a core measure of service and product quality, capturing the degree to which delivered performance meets or surpasses expectations. Within marketing management, satisfaction is positioned as a central outcome that firms must continuously manage to retain customers (Rahmawati, 2016), and satisfaction alone is increasingly viewed as insufficient without sustained relationship quality (Tjiptono and Diana, 2015). Tjiptono and Diana (2015) specify six measurable indicators: product quality, emotional factors, price, service quality, cost, and convenience. An initial survey of 30 consumers in West Java Province exposed clear operational failures: 93.3% of respondents noted discrepancies between actual product size and contents and their stated specifications, and 86.7% reported that order processing times consistently exceeded promised durations. A systematic analysis of 94 consumer comments on the official Instagram account @haus.indonesia, posted between June 2024 and June 2025, reinforces these survey results; the distribution of comments across satisfaction indicators appears in Figure 1.

Although product quality ranked second among the most frequently mentioned issues, Haus Indonesia, a local brand that grew rapidly within only two years of its establishment (Dabu, 2020), has chosen emotional connection as the centerpiece of its brand development, most visibly through the Huling program. This mobile service reaches consumers in residential neighborhoods, schools, and public facilities (Haus Indonesia, 2025). Kotler and Keller (2016) contend

that product quality constitutes the baseline expectation, while experiential and service dimensions serve as the genuine strategic differentiators that build customer satisfaction. The preliminary survey corroborates this logic: 93.3% of respondents recognized Haus Indonesia products by appearance alone, which signals effective visual branding, yet 36.7% felt discomfort during brand interactions and 63.3% endured extended waiting times. The data indicate that service quality does not yet adequately reinforce the emotional branding strategy the company has set in motion.

Emotional branding, as defined by Gobe (2010), is the practice of forging deep emotional connections between a brand and its consumers through creative and innovative approaches that set the product apart in a competitive market. Wardana (2025) confirmed that emotional branding significantly enhances consumer satisfaction, with customer satisfaction further mediating the relationship between emotional branding and customer loyalty among Indonesian consumers. Similarly, Azhar and Nirawati (2022) found a positive and significant impact of emotional branding on customer satisfaction, mediated by consumer loyalty, at Starbucks Surabaya. Comparable evidence has accumulated across Indonesian service settings: emotional branding, together with experiential marketing, was shown to raise customer satisfaction at Mie Gacoan Malang (Abdilhaq et al. 2020) and to shape loyalty through satisfaction at J.Co Java Mall Semarang (Setiadi et al. 2015), while similar effects were documented in Islamic banking, where service quality acted as a moderating variable (Andarisci, 2019), and in broader culinary service contexts (Tibrani, 2020). Beyond satisfaction, emotional branding has also been linked to consumer trust in service decision-making (Asi, 2018) and, in combination with relationship marketing and service quality, to customer satisfaction in banking services (Ningrum et al. 2024). Conceptually, this research stream rests on the proposition that successful brands gain a competitive edge by appealing to consumer emotion (Travis, 2020), although emotionally charged brand narratives also carry strategic risks when brand meanings are contested in the marketplace (Thompson et al. 2006).

Service quality itself is broadly understood as the firm's ability to deliver services that meet or exceed customer expectations (Lupiyoadi, 2013; Tjiptono, 2017). Building on the SERVQUAL scale originally developed by Parasuraman et al. (1988), Wilson et al. (2016) identify five critical indicators of service quality:

reliability, responsiveness, assurance, empathy, and tangibles. Roza et al. (2021) demonstrated that all five indicators significantly and positively influence customer satisfaction at Pempek Permata in Bandar Lampung.

Empirical support for the service quality–satisfaction link extends across sectors: trust and service quality jointly increased customer satisfaction in the life insurance industry (Maramis, 2017), while a literature review of Indonesian hospitals confirmed the consistent effect of service quality on patient satisfaction (Dewi et al. 2023). These findings reinforce the conceptual position that service quality and satisfaction are tightly coupled constructs in services marketing (Tjiptono and Gregorius, 2016).

However, a critical research gap remains: no study has simultaneously examined emotional branding and service quality as joint predictors of consumer satisfaction within the context of a fast-growing local beverage brand in Indonesia, particularly one operating a mobile service model such as Huling. Existing studies have predominantly focused on large-scale brands or stationary food service settings, limiting the generalizability of their findings to the mobile, locally-rooted brand context that Haus Indonesia represents. This study directly addresses that gap by providing an integrated empirical examination of both variables within the urban West Java market.

The novelty of this study is therefore twofold: theoretically, it integrates two variables previously studied in isolation into a single empirical model within an Indonesian food and beverage context; practically, it generates evidence-based insights directly applicable to local brand management strategies centered on consumer experience.

The combination of emotional branding and high service quality creates a strategic synergy that enhances the overall consumer experience. This experience includes not only satisfaction with the product but also with the process of acquiring it and how the company treats its customers. When a company's performance meets or exceeds expectations, consumers feel satisfied; however, if performance falls short, dissatisfaction follows (Kotler & Keller, 2016). Moreover, emotional attachment formed through branding can mediate how consumers evaluate service performance (Jawahar and Maheswari, 2009), so the two variables are best examined jointly within a single model.

This research explores the independent and combined effects of emotional branding and service quality on consumer satisfaction for Haus Indonesia customers in West Java Province. By integrating these two elements into a unified research framework, this study presents empirical findings that are directly applicable to regional brand management strategies. Its goal is to offer practical insights for businesses aiming to enhance consumer loyalty through emotional connection and superior service quality. Based on the foregoing, this study aims to determine whether emotional branding and service quality each have a positive and significant partial effect on consumer satisfaction with Haus Indonesia products.

METHODS

The research was conducted from March to July 2025 across all Haus Indonesia branches in West Java Province. This study employed a quantitative descriptive approach, in which statistics are used to analyze data by describing the collected data as it is, without intending to draw generalizable conclusions (Sugiyono, 2023).

Two types of data were utilized. Primary data were obtained directly from respondents through structured questionnaires distributed to consumers of Haus Indonesia in West Java (Sugiyono, 2023). Secondary data were sourced from books, peer-reviewed journals, articles, and official online sources relevant to the variables under investigation (Sugiyono, 2018).

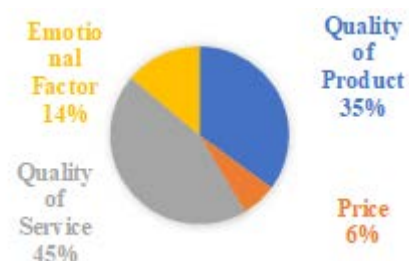


Figure 1. Distribution of customer satisfaction complaints by category (product quality, emotional branding, service quality, price, and convenience) based on instagram comments @haus.indonesia, June 2024–June 2025 (n=94 comments)

The study targets all active consumers who purchased from Haus Indonesia outlets in West Java Province between March and July 2025, including both physical store locations and the Huling mobile service. The exact number of consumers who visited these outlets during this period remains unknown, so the population meets the definition of an infinite population. The sample size was set at 100 respondents, conforming to the minimum threshold of 100 for a quantitative research design described by Fraenkel et al. (2012). The study employed purposive sampling, drawing respondents according to criteria established in advance (Sugiyono, 2023). The inclusion criteria required that respondents:

1. Completed at least one purchase at a Haus Indonesia physical branch or a Huling outlet in West Java from March through July 2025.
2. Had reached 17 years of age and could read, comprehend, and complete the research questionnaire without assistance.
3. Directly experienced both the product and the service interaction, either in a physical store or via the Huling mobile unit, enabling evaluation of emotional branding stimuli and the service quality received.
4. Purchased from Haus Indonesia more than once, supplying sufficient familiarity with the brand's service and product experience to yield reliable assessments.

Data analysis relied on computer-assisted tools, specifically the Statistical Package for the Social

Sciences (SPSS) version 29, to assess validity, reliability, and Ordinary Least Squares (OLS) assumptions (normality, heteroscedasticity, and multicollinearity). The analysis also encompassed multiple regression analysis, t-tests, F-tests, and correlation coefficients. Results appear in tabular form with accompanying descriptive explanations to aid readability.

The hypotheses in this study are formulated based on prior empirical evidence as follows:

H1: Emotional Branding partially has a positive and significant effect on Consumer Satisfaction with Haus Indonesia products (supported by Wardana (2025), and Azhar & Nirawati (2022)).

H2: Service Quality partially has a positive and significant effect on Consumer Satisfaction with Haus Indonesia products (supported by Roza et al. (2021), Siska et al. (2024), and Ramadhan and Samsudin (2023)).

The conceptual framework (Figure 2) presented in this research outlines how the independent variables, Emotional Branding (X1) and Service Quality (X2), relate to the dependent variable, Customer Satisfaction (Y), at Haus Indonesia. It is proposed that both Emotional Branding and Service Quality individually and collectively exert a positive and significant impact on Customer Satisfaction, which serves as the foundational concept for the hypotheses explored in this study.

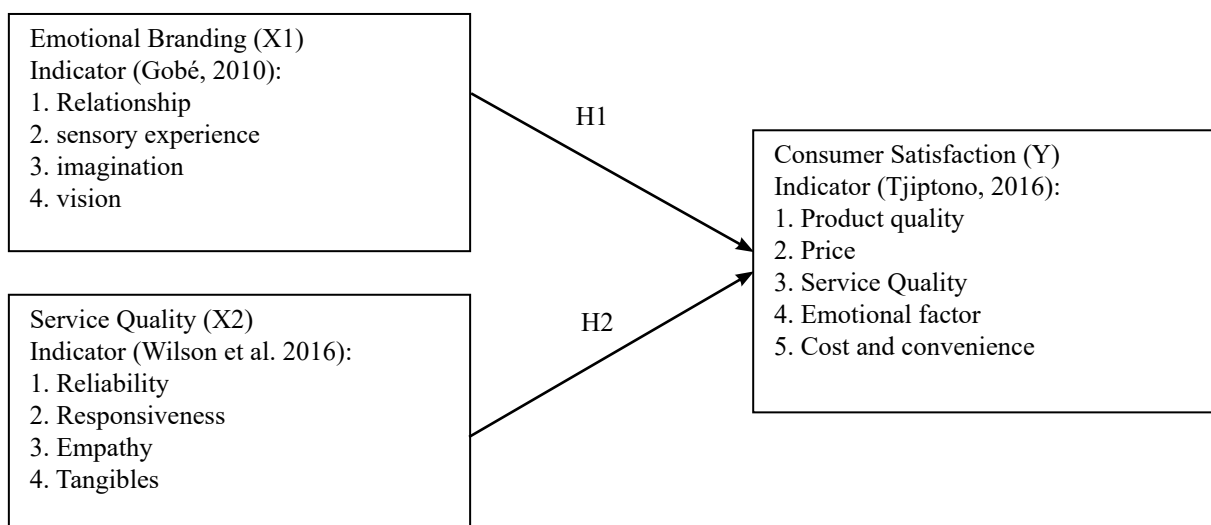


Figure 2. Framework of thought: the influence of emotional branding and service quality on consumer satisfaction

RESULTS

Data of Respondents

Table 1 presents the demographic profile of 100 respondents who participated in this study as consumers of Haus Indonesia products in West Java. Based on the data, the majority of respondents were female (65%), indicating that women constitute the primary consumer segment for Haus Indonesia products. In terms of age, the largest group belonged to Generation Z (13–28 years old) at 59%, suggesting that Haus Indonesia products are highly popular among younger consumers who tend to be active on social media and sensitive to brand experiences. From an occupational standpoint, students made up the dominant group at 59%, which aligns with the Gen-Z age profile and reflects the brand's appeal to the youth market. Geographically, Depok recorded the highest proportion of respondents at 31%, followed

by Bandung (29%) and Bekasi (21%), indicating that Haus Indonesia's customer base is concentrated in the Greater Jakarta metropolitan area and West Java urban centres.

Validity Test

Validity testing was performed using the Pearson Product-Moment correlation method, with the decision criterion set at an R-value greater than the r-table value of 0.361 (df = 98, $\alpha = 0.05$). As illustrated in Table 2, all 42 items across the three variables achieved R-values significantly exceeding the threshold, with values ranging from a low of 0.637 (X1.3) to a high of 0.929 (Y1.15), affirming that each item effectively measures its designated construct. These findings demonstrate robust item-construct convergence across all three measurement scales.

Table 1. Demographic profile of respondents of haus indonesia consumers in West Java by gender, age, occupation, and location (n=100)

Description	Frequency	Percentage
Gender		
Male	35	35%
Female	65	65%
Age		
Gen-X (45-60 years old)	4	4%
Gen-Y (29-44 years old)	37	37%
Gen-Z (13-28 years old)	59	59%
Occupation		
Entrepreneur	22	22%
Employee	19	19%
Student	59	59%
Location		
Bandung	29	29%
Bekasi	21	21%
Bogor	7	7%
Ciamis	3	3%
Cirebon	4	4%
Depok	31	31%
Kuningan	3	3%
Total	100	100%

Table 2. The results of validity test of customer satisfaction (Y), emotional branding (X1), and service quality (X2) instruments using Pearson Correlation (n=100)

Customer Satisfaction (Y)				Emotional Branding (X1)				Service Quality (X2)			
Code	Rvalue	Rtable	Description	Code	Rvalue	Rtable	Description	Code	Rvalue	Rtable	Description
Y1.1	0.736	0.361	Valid	X1.1	0.830	0.361	Valid	X2.1	0.914	0.361	Valid
Y1.2	0.779	0.361	Valid	X1.2	0.751	0.361	Valid	X2.2	0.832	0.361	Valid
Y1.3	0.840	0.361	Valid	X1.3	0.637	0.361	Valid	X2.3	0.804	0.361	Valid
Y1.4	0.796	0.361	Valid	X1.4	0.701	0.361	Valid	X2.4	0.872	0.361	Valid
Y1.5	0.751	0.361	Valid	X1.5	0.839	0.361	Valid	X2.5	0.775	0.361	Valid
Y1.6	0.863	0.361	Valid	X1.6	0.850	0.361	Valid	X2.6	0.742	0.361	Valid
Y1.7	0.868	0.361	Valid	X1.7	0.829	0.361	Valid	X2.7	0.834	0.361	Valid
Y1.8	0.819	0.361	Valid	X1.8	0.884	0.361	Valid	X2.8	0.839	0.361	Valid
Y1.9	0.753	0.361	Valid	X1.9	0.836	0.361	Valid	X2.9	0.871	0.361	Valid
Y1.10	0.895	0.361	Valid	X1.10	0.889	0.361	Valid	X2.10	0.760	0.361	Valid
Y1.11	0.909	0.361	Valid	X1.11	0.854	0.361	Valid	X2.11	0.834	0.361	Valid
Y1.12	0.787	0.361	Valid	X1.12	0.847	0.361	Valid	X2.12	0.786	0.361	Valid
Y1.13	0.814	0.361	Valid					X2.13	0.832	0.361	Valid
Y1.14	0.784	0.361	Valid					X2.14	0.809	0.361	Valid
Y1.15	0.929	0.361	Valid					X2.15	0.770	0.361	Valid

Reliability Test

Referring to Table 3, the coefficients for Cronbach's Alpha for the instruments measuring Emotional Branding (X1), Service Quality (X2), and Customer Satisfaction (Y) are 0.953, 0.965, and 0.966, respectively. Each of these figures surpasses the reliability threshold of 0.7 set by Ghazali (2021). This confirms that all three measurement instruments exhibit high internal consistency and are dependable as research tools. The elevated reliability scores indicate that the items in the questionnaires for each variable reliably measure the same fundamental construct, thus reducing measurement error. According to Priyatno (2016), an instrument with a Cronbach's Alpha value greater than 0.9 is regarded as excellent, which positions both the Customer Satisfaction and Service Quality instruments in the top category of reliability. Given these results, all three instruments are deemed valid and reliable, making them suitable for further data analysis within this study.

Normality Test

The normality test examines whether the regression residuals follow a normal distribution, a key OLS assumption. Using the Kolmogorov-Smirnov test, the decision criterion is: Sig. > 0.05 indicates normally distributed residuals. Based on Table 4, the normality test was conducted using the One-Sample

Kolmogorov-Smirnov (K-S) test, which evaluates whether the regression residuals follow a normal distribution, as required for valid inference in multiple linear regression analysis. The output shows that the Asymp. Sig. (2-tailed) value is 0.135, which is greater than the significance threshold of 0.05, indicating that the residuals are normally distributed. This finding fulfills one of the key classical assumptions of the Ordinary Least Squares (OLS) regression model, specifically the assumption of normality of error terms. The Monte Carlo simulation further corroborates this result, yielding a significance value of 0.138, which also exceeds 0.05. Therefore, in accordance with the decision criteria of the Kolmogorov-Smirnov normality test, the regression model data in this study are confirmed to be normally distributed and suitable for further inferential statistical analysis.

Multicollinearity Test

The multicollinearity test determines whether the independent variables are highly correlated with each other, which would distort regression coefficients. The criteria are: Tolerance > 0.10 and VIF < 10 indicate no multicollinearity. Based on Table 5, the Multicollinearity Test was conducted by examining the Tolerance and Variance Inflation Factor (VIF) values of the independent variables in the regression model. The results show that the Emotional Branding variable (X1) has a VIF value of 7.991, which is

less than 10, and a Tolerance value of 0.125, which is greater than 0.1, indicating no multicollinearity issue for this variable. Similarly, the Service Quality variable (X2) obtained the same VIF value of 7.991 (< 10) and Tolerance value of 0.125 (> 0.1), confirming the absence of multicollinearity. According to Ghozali (2021), multicollinearity is problematic when VIF

> 10 or Tolerance < 0.1; since both variables satisfy these criteria, the regression model is free from severe linear dependence between the predictors. Based on these results, it can be concluded that the emotional branding and service quality variables do not exhibit multicollinearity, and the regression model is valid for further analysis.

Table 3. The results of the reliability test of customer satisfaction (Y), emotional branding (X1), and service quality (X2) instruments using cronbach's alpha

Variable	Cronbach Alpha	Rtable	Description
Customer Satisfaction	0.966	0.7	Reliable
Emotional Branding	0.953	0.7	Reliable
Service Quality	0.965	0.7	Reliable

Table 4. Results of the kolmogorov-smirnov normality test on residuals of the regression model of emotional branding and service quality on customer satisfaction of Haus Indonesia

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		0
	Std. Deviation		3.69400168
Most Extreme Differences	Absolute		0.078
	Positive		0.044
	Negative		-0.078
Test Statistic			0.078
Asymp. Sig. (2-tailed) ^c			0.135
Monte Carlo Sig. (2-tailed) ^d	Sig.		0.138
	99% Confidence Interval	Lower Bound	0.129
		Upper Bound	0.146

a. Test distribution is Normal; b. Calculated from data; c. Lilliefors Significance Correction; d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 926214481.

Table 5. Results of the multicollinearity test (Tolerance and VIF) of emotional branding (X1) and Service quality (X2) in the regression model of customer satisfaction of Haus Indonesia

Model	Coefficients ^a					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
	B	Std. Error					
1 (Constant)	1.950	1.775		1.099	.275		
Emotional Branding (X1)	.461	.101	.377	4.592	<.001	.125	7.991
Service Quality (X2)	.589	.081	.596	7.247	<.001	.125	7.991

a. Dependent Variable: Customer satisfaction (Y)

Heteroscedasticity Test

The heteroscedasticity test assesses whether the variance of residuals is constant across all levels of the independent variables. Using Spearman's rank correlation, the criterion is: Sig. > 0.05 for each variable indicates no heteroscedasticity. Based on the results in Table 6, which uses Spearman's rank test, it can be seen that the Sig. (2-tailed) value for the emotional branding variable is 0.570 > 0.05, while the service quality variable has a Sig. (2-tailed) value of 0.120 > 0.05. Both independent variables show Sig. (2-tailed) values greater than 0.05, which means there is no statistically significant correlation between the independent variables and the regression residuals. This result fulfills the heteroscedasticity-free assumption required by the OLS regression model. When this assumption holds, the regression coefficients remain the Best Linear Unbiased Estimators (BLUE), ensuring the validity of the statistical inference (Ghozali, 2021). Therefore, it

can be concluded that there is no heteroscedasticity problem in this regression model, and the results of the regression analysis can be relied upon for further interpretation and hypothesis testing.

Multiple Regression Analysis

Multiple linear regression is used to estimate the simultaneous and individual effects of Emotional Branding (X1) and Service Quality (X2) on Customer Satisfaction (Y). The regression equation takes the form $Y = a + \beta_1X_1 + \beta_2X_2 + e$. Based on the data processing results in Table 7, the following multiple linear regression equation is obtained:

$$Y = 1.9510 + 0.461X_1 + 0.589X_2 + e$$

Explanation: X1 = Emotional Branding, X2 = Service Quality, Y = Customer Satisfaction.

Table 6. Results of the heteroscedasticity test using spearman's rank correlation between emotional branding (X1), service quality (X2), and unstandardized residuals

		Correlations			
			Emotional Branding (X1)	Service Quality (X2)	Unstandardized Residual
Spearman's rho	Emotional Branding (X1)	Correlation Coefficient	1.000	.601**	-.058
		Sig. (2-tailed)	.	<.001	.570
		N	100	100	100
Service Quality (X2)	Service Quality (X2)	Correlation Coefficient	.601**	1.000	-.156
		Sig. (2-tailed)	<.001	.	.120
		N	100	100	100
Unstandardized Residual	Unstandardized Residual	Correlation Coefficient	-.058	-.156	1.000
		Sig. (2-tailed)	.570	.120	.
		N	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed)

Table 7. Results of multiple linear regression analysis of the influence of emotional branding (X1) and service quality (X2) on customer satisfaction (Y) of Haus Indonesia

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.950	1.775		1.099	0.275
	Emotional Branding (X1)	0.461	0.101	0.377	4.592	<0.001
	Service Quality (X2)	0.589	0.081	0.596	7.247	<0.001

a. Dependent Variable: Customer satisfaction (Y)

Based on the regression equation, the constant value of 1.951 indicates that when both Emotional Branding (X1) and Service Quality (X2) are equal to zero, the predicted level of Customer Satisfaction (Y) is 1.951 units, which represents the baseline satisfaction level attributable to factors outside the model. The regression coefficient for Emotional Branding (X1) is positive at 0.461, meaning that for every 1-unit increase in Emotional Branding, Customer Satisfaction will increase by 0.461 units, assuming Service Quality remains constant, confirming the directional hypothesis that stronger emotional branding positively drives customer satisfaction. The regression coefficient for Service Quality (X2) is positive at 0.589, which is larger than that of Emotional Branding, indicating that a 1-unit increase in Service Quality is associated with a 0.589-unit increase in Customer Satisfaction, *ceteris paribus*, and suggesting that Service Quality has a stronger marginal effect on Customer Satisfaction than Emotional Branding in the context of Haus Indonesia. Overall, both variables contribute positively and significantly to the regression model, supporting the theoretical proposition that Emotional Branding and Service Quality are key determinants of Customer Satisfaction in the food and beverage industry.

Independent Samples (t-test)

The partial t-test is used to evaluate whether each independent variable individually has a significant effect on Customer Satisfaction (Y), with the decision criterion: if the t-value > t-table (1.661, df=97, α=0.05)

and Sig. < 0.05, then H0 is rejected. Table 8 presents the partial significance test results. For H1, Emotional Branding yielded t-value = 4.592 > t-table = 1.661 (Sig. <0.001), confirming a positive and significant partial effect on Customer Satisfaction; thus, H1 is supported. For H2, Service Quality yielded t-value = 7.247 > t-table = 1.661 (Sig. <0.001), also confirming a positive and significant partial effect; thus, H2 is supported. Notably, Service Quality carries a stronger marginal effect (β2 = 0.589) than Emotional Branding (β1 = 0.461), suggesting that operational service dimensions are the more dominant driver of satisfaction in this context.

Analysis of Variance (F-Test)

The F-test (ANOVA) evaluates whether Emotional Branding (X1) and Service Quality (X2) simultaneously have a significant effect on Customer Satisfaction (Y). The decision criterion: if the F-value > F-table (3.090, df1=2, df2=97, α=0.05) and Sig. < 0.05, then H0 is rejected. Prior to examining the results in Table 9, it is important to note that the F-test evaluates the simultaneous significance of the overall regression model. The ANOVA output shows F = 542.790 > F-table = 3.090 (Sig. <0.001), indicating that Emotional Branding and Service Quality jointly and significantly explain variance in Customer Satisfaction. This confirms the overall model fit and is consistent with the theoretical framework proposed in this study (Kotler & Keller, 2016; Gobé, 2010; Wilson et al. 2016).

Table 8. results of the partial significance test (t-test) of emotional branding (X1) and service quality (X2) on customer satisfaction (Y) of Haus Indonesia

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.950	1.775		1.099	0.275
	Emotional Branding (X1)	0.461	0.101	0.377	4.592	<.001
	Service Quality (X2)	0.589	.081	0.596	7.247	<.001

a. Dependent Variable: Customer satisfaction (Y)

Table 9. Results of the simultaneous significance test (F-Test/ANOVA) of emotional branding (X1) and service quality (X2) on customer satisfaction (Y) of Haus Indonesia

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15118.871	2	7559.435	542.790	<.001 ^b
	Residual	1350.919	97	13.927		
	Total	16469.790	99			

a. Dependent Variable: Customer satisfaction (Y); b. Predictors: (Constant), Service Quality (X2), Emotional Branding (X1)

Table 10. Results of the coefficient of determination (R²) of emotional branding (X1) and service quality (X2) on customer satisfaction (Y) of Haus Indonesia

Summary				
Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
1	0.958 ^a	0.918	0.916	3.732

a. Predictors: (Constant), Service Quality (X2), Emotional Branding (X1); b. Dependent Variable: Customer satisfaction (Y)

Correlation Coefficient (R²) Test

The coefficient of determination (R²) measures the proportion of variance in Customer Satisfaction explained by both independent variables. An R² value closer to 1.0 indicates a stronger model fit. Table 10 presents an Adjusted R² value of 0.916, indicating that 91.6% of the variance in Consumer Satisfaction is collectively accounted for by Emotional Branding and Service Quality. This finding reflects an exceptionally high level of explanatory power, underscoring the importance of these two variables as principal structural determinants of consumer satisfaction. The remaining 8.4% of the variance can be attributed to external factors, such as price perception, brand image, or product quality, which represent valuable avenues for future research.

The Effect of Emotional Branding on Consumer Satisfaction

The t-test results confirm that Emotional Branding ($\beta_1 = 0.461$, $t = 4.592$, Sig. <0.001) has a positive and significant partial effect on Customer Satisfaction, thus H1 is supported. This finding is consistent with Gobe (2010) theoretical framework, which posits that emotional branding creates a deep connection between brand and consumer through relationship, sensory experience, imagination, and vision. In the context of Haus Indonesia, the Huling program operationalizes these dimensions by reaching consumers in residential and public spaces, generating familiarity and affective attachment. The result aligns with Alief (2021),

Napitupulu (2024), and Ramadhan & Samsudin (2023), all of whom confirmed emotional branding's significant role in satisfaction. Notably, the relationship indicator received the lowest score among respondents, suggesting that while brand imagery is strong, deeper interpersonal engagement with consumers remains an area for improvement, consistent with Malar et al. (2011) argument that the ideal self-congruence component of emotional branding is critical for sustained attachment. **The Effect of Service Quality on Consumer Satisfaction**

The t-test results confirm that Service Quality ($\beta_2 = 0.589$, $t = 7.247$, Sig. <0.001) has a positive and significant partial effect on Customer Satisfaction, thus H2 is supported. Theoretically, this is grounded in Wilson et al. (2016) SERVQUAL framework, which identifies reliability, responsiveness, assurance, empathy, and tangibles as the principal dimensions of perceived service quality. Among these, responsiveness received the lowest score in the preliminary survey, indicating that wait times and order processing speed are the most critical pain points for Haus Indonesia consumers. The stronger regression coefficient of Service Quality over Emotional Branding ($\beta_2 = 0.589$ vs. $\beta_1 = 0.461$) suggests that consumers' satisfaction judgment is more sensitive to functional service delivery than to emotional brand stimuli, which aligns with Parasuraman et al.'s service quality disconfirmation theory. This is further corroborated by Ronasih (2021), Siska et al. (2024), and Roza et al. (2021), who collectively demonstrate the primacy of service quality in shaping consumer satisfaction across food and beverage contexts.

Managerial Implications

The findings of this study carry significant managerial implications for Haus Indonesia and other players in the contemporary food and beverage industry in Indonesia. First, given that Emotional Branding (X1) was proven to have a significant positive effect on Customer Satisfaction ($\beta_1 = 0.461$), management should invest strategically in brand storytelling, community engagement, and experiential marketing activities that foster a deep emotional connection between the brand and its consumers, particularly among the Gen-Z demographic, which constitutes the dominant consumer segment. Programs such as the Huling initiative are a positive step, and their reach and intensity should be expanded by incorporating co-creation events, loyalty communities, and social media campaigns that celebrate consumer identity and values aligned with the brand. Second, since Service Quality (X2) demonstrated a stronger effect on Customer Satisfaction ($\beta_2 = 0.589$), operational managers must treat service excellence as a non-negotiable competitive priority, especially in the dimensions of responsiveness and reliability, which received the lowest scores in the preliminary survey. Concrete actions should include optimizing staffing levels during peak hours, standardizing service delivery protocols across all branches in West Java, and implementing real-time customer feedback mechanisms to enable rapid service recovery when performance gaps arise.

From a strategic resource allocation standpoint, the combined R^2 of 91.8% indicates that both Emotional Branding and Service Quality together account for nearly all the explainable variance in Customer Satisfaction, which means that management decisions centered on these two drivers will yield the highest marginal return on consumer satisfaction investment. Since Service Quality carries a higher regression coefficient than Emotional Branding, prioritizing operational service improvements in the short term, such as digital ordering systems, training frontline staff in empathic communication, and implementing standardized response time benchmarks, is likely to produce faster and more measurable gains in consumer satisfaction. In the medium to long term, Haus Indonesia should develop an integrated brand management strategy that aligns emotional positioning with service delivery consistency, in line with the strategic marketing perspective that integrates branding, customer satisfaction, and competitive

strategy (Tjiptono and Gregorius, 2017), ensuring that the emotional promises communicated through branding are consistently fulfilled at every consumer touchpoint. The relationship indicator of Emotional Branding, which received the lowest score in this study, specifically points to the need for a more personalized consumer relationship management (CRM) approach, including after-sales engagement, loyalty programs, and personalized digital communication. Overall, these managerial implications underscore that sustainable competitive advantage in Indonesia's food and beverage sector lies not only in product innovation, but equally in the quality of the emotional and service experience delivered to consumers at every interaction.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the results and discussion, the following conclusions are drawn regarding the influence of Emotional Branding and Service Quality on Consumer Satisfaction with Haus Indonesia products in West Java: (1) Emotional Branding has a positive and significant partial effect on Consumer Satisfaction ($\beta_1 = 0.461$, $t = 4.592$, Sig. <0.001), supporting H1. This confirms that the stronger the emotional connection built through the brand, particularly through sensory experience and brand identity, as reflected in Haus Indonesia's Huling initiative, the higher the level of consumer satisfaction. (2) Service Quality has a positive and significant partial effect on Consumer Satisfaction ($\beta_2 = 0.589$, $t = 7.247$, Sig. <0.001), supporting H2. Service Quality exerts a stronger marginal effect than Emotional Branding, indicating that operational reliability and responsiveness are the more critical satisfaction drivers. (3) Together, both variables explain 91.8% of the total variance in Consumer Satisfaction ($R^2 = 0.918$, $F = 542.790$, Sig. <0.001), confirming the strong joint explanatory power of the model.

Recommendations

The questionnaire results for the consumer satisfaction variable showed that respondents gave the lowest scores for price and product quality. Therefore, Haus Indonesia must adjust its prices to be more competitive, without reducing product quality, so consumers are satisfied when purchasing Haus Indonesia products. The questionnaire results for the emotional branding

variable showed the lowest respondent scores on the relationship indicator. Therefore, Haus Indonesia must pay attention to relationships so that consumers feel comfortable and at ease when purchasing Haus Indonesia products. It is recommended that Haus Indonesia maximize consumer interaction and train employees to foster a more intimate, friendly communication atmosphere. The questionnaire results for the service quality variable showed the lowest respondent score on the responsiveness indicator. Therefore, Haus Indonesia must increase staff during busy hours and improve the queuing system to be more efficient, so that consumers are satisfied with the service provided.

The results of the R-squared analysis indicate that both emotional branding and service quality have a significant positive impact on consumer satisfaction, collectively accounting for 91.8% of the variance. Nevertheless, there exists a compelling opportunity to investigate additional factors, such as brand image and awareness, which may also influence consumer behavior. I advocate for further research to uncover these elements and to deepen our understanding of consumer dynamics.

CONFLICT OF INTEREST: The authors affirm that they have no conflicts of interest, whether financial or otherwise, that might have impacted the design, execution, analysis, interpretation, or reporting of this research. Additionally, this study did not receive specific funding from any public, commercial, or non-profit funding agency. Each author contributed independently and impartially to both the research process and the development of this manuscript.

DECLARATION OF GENERATIVE AI STATEMENT: During the preparation of this work, the author(s) used Grammarly in order to check grammar and improve language readability, QuillBot in order to refine sentence structure and enhance text clarity, and Claude (Anthropic) in order to assist with language polishing and structuring ideas. After using these tools/services, the author(s) reviewed, verified, and edited the content as necessary and take(s) full responsibility for the content of the published article.

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