

## Indonesian Skin Care Stores' Emotional Marketing

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**Abstract.** *The purpose of this study is to determine how Scarlett Skincare Store patronage is influenced by emotional and experiential marketing strategies. With a sample of 91 clients, the population of this study is all Scarlett Skincare Store patrons. In this study, unintentional sampling is used. Using IBM SPSS 20, multiple linear regression analysis tools (multiple correlation, determination, F test, and t test) were used to conduct a quantitative study of this research. The study's findings demonstrate how consumer psychology, marketing emotions, and experiential marketing affect Indonesia Skincare Store patron loyalty.*

**Keywords:** Experiential Marketing, Emotional Marketing and Customer Loyalty

**Abstrak.** Tujuan dari penelitian ini adalah untuk mengetahui bagaimana patronase Scarlett Skincare Store dipengaruhi oleh strategi pemasaran emosional dan pengalaman. Dengan sampel sebanyak 91 klien, maka populasi penelitian ini adalah seluruh pelanggan Scarlett Skincare Store. Dalam penelitian ini digunakan unintentional sampling. Dengan menggunakan IBM SPSS 20, alat analisis regresi linier berganda (korelasi ganda, determinasi, uji F, dan uji t) digunakan untuk melakukan studi kuantitatif pada penelitian ini. Temuan penelitian ini menunjukkan bagaimana psikologi konsumen, emosi pemasaran, dan experiential marketing mempengaruhi loyalitas pelanggan Toko Perawatan Kulit Indonesia.

**Kata Kunci:** Experiential Marketing, Emotional Marketing dan Loyalitas Pelanggan

### INTRODUCTION

Businesspeople in the skincare industry need to focus on marketing the product that is good in the market if they want to win the competition. Marketing plays a significant role in the success of businessmen and is a crucial aspect of achieving their objectives. It is crucial for parabusinessmen to understand the proper and suitable marketing techniques in order to sell goods on the market. Potential clients will readily accept the product with the help of a suitable marketing plan, which will encourage them to purchase goods offered by market vendors. When strategizing marketing, businessmen need to take note of their

clients' loyalty.

A loyal client is one who has made a consistent, good purchase history based on their attitude toward a brand, retailer, or supplier. in 2023 (Istiharini). Customer loyalty is critical to a company since a single or a group of devoted clients will always purchase the goods that merchants in the marketplace sell. In order to enhance client loyalty and pay attention, businesses need to be able to monitor consumer psychology, emotional marketing, and experiential marketing. Yusuf (2022) defines experiential marketing as a form of draft advertising intended to evoke a positive emotional response from customers and leave them feeling good about a product or service. Together with experience marketing, emotional marketing is crucial for gaining customers' loyalty when it comes to skincare product purchases made by marketers. As of 2022, Saepudin The company's marketing strategy, known as emotional marketing, is characterized by an emotional connection to the product. In order to acquire attitudes of loyalty toward things that are for sale by paraperpetrators in the market, businesspeople need to be able to produce effective emotional marketing for clients.

Experience marketing, emotional marketing, and consumer psychology are effective tools for promoting skincare products and preventing company skincare. able to perceive and decide how to win over a customer's loyalty. Loyal customers that consistently purchase skincare goods will be advantageous to those in the skincare industry.

## **SCHOLARLY REVIEW**

### **The Marketing of Experience**

Yusuf and Asmala (2022) define experiential marketing as a strategic marketing method in which a company's goal is to give customers an experience using a product rather than focusing on how people buy it. According to Sukandi (2023), experiential marketing, on the other hand, is the creation of emotions that lead to connections with customers, amusement, and market knowledge, based on which the value of products and services is determined by a variety of external sources, including networks, consumption, and standards that are established. As per Suganda et al. (2022), indicator experiential marketing:

Marketing Using Feelings Delivering value to consumers in order to foster client loyalty

by emotional consumers is known as emotional marketing (Suganda, 2022). According to Suryanto (2023), emotional marketing is a relatively new concept in the field of marketing. Its goal is to create a distinctive image by emphasizing the emotional aspects of a brand or product. According to Robinette and brands (Sugandi et al., 2022), money, product, equity, experience, and energy are examples of emotional marketing indicators.

**Customer Loyalty** Customer loyalty is the behavior of someone who makes recurrent online purchases and who gradually develops a strong bond with a business over time by making purchases in a repetitive, repeat-oriented manner (Suhendar, 2023). On the other hand, according to Yusuf (2023), customer loyalty is defined as a deep and ongoing commitment from a consumer to regularly subscribe, return, or buy a specific product or set of services in the future. (Suganda, 2022) lists the following as indications of customer loyalty: product choice, consumption patterns, product choice again, product recommendation from others, and best product that day.

## APPROACH STUDY

Examine Explanatory nature study it is. The quantitative technique is used here. Consumers from all around the world who purchase at Indonesian skincare stores were included in the study. Study sample There are 91 respondents, and the sample size is enough based on the criteria. methodology Scarlett Skincare can be used as a sample in an accidental sampling strategy, which involves meeting the researcher by chance while shopping. Method of gathering data for the study This is how the questionnaire is used. Method for computing data using an instrument using a Likert scale

## FINAL RESULTS AND TALK

### Test of Reliability

**Table 1. Test Reliability**

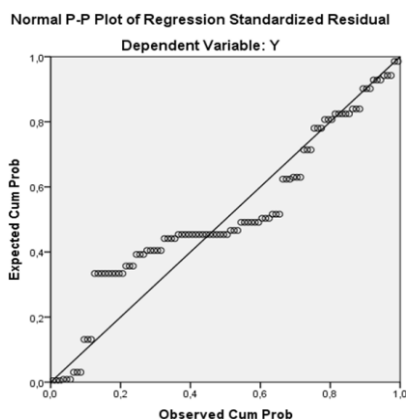
Variable	Cronbach's Alpha	Note	Alpha Critical	Information
X <sub>1</sub> ( <i>experiential marketing</i> )	0.670	>	0.58	Reliable
X <sub>2</sub> ( <i>emotional marketing</i> )	0.888	>	0.58	Reliable
Y (loyalty customer)	0.953	>	0.58	Reliable

Source: Results Study processed SPSS  
20(2023)

Mark Cronbach's Alpha variable experiential marketing is as big as 0.670, variable emotional marketing is 0.888, the consumer psychology variable is 0.909, variable loyalty customer is as big as 0.931, Matter This showing that instrument For every variable study is reliable or consistent Because If mark Cronbach's Alpha more big from > 0.6 so reliable or consistent.

**Test Normality**

**Picture 1 . Test Normality**



**Source:Results Study processed SPSS 20(2023)**

Based on Results test normality can is known so that can concluded that data distributed No normal.

Based on picture on seen that dot, dot, dot spread as well as No form a pattern so that it can be concluded that heteroscedasticity does not occur.

**Analysis Regression Linear Multiple**

Test regression linear multiple used For know the influence Experiential Marketing (X1), Emotional Marketing (X2), against Loyalty Customer (Y)

**Table 2. Analysis Regression Linear Multiple**

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	16,423	,832		,000
	X1	,133	,032	,381	,000
	X2	,102	,027	,348	,000

a. Dependent Variables: Y
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*Source: Results Study processed SPSS  
20(2023)*

From table can made equality Regression Linear Multiple as following :  $Y = 16,423 + 0.133 X1 + 0.102 X2 + 0.329 X3$

Meaning from equality Regression Linear Multiple the is :

$b_0 = 15.448$ , which means that the experiential marketing variable (X1), emotional marketing (X2) and is considered constant, then customer loyalty (Y) 15,448.

$b_1X_1 = 0.133$  It means when experiential marketing improved One unit, whereas X2 still so loyalty customer (Y) 0.133.

$b_2X_2 = 0.102$  It means when emotional marketing improved One unit, whereas X1 And X3 still so customer loyalty ( Y ) 0.102.

### Test F (Simultaneous)

**Table 7. Test F**

ANOVA						
a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	136,849	3	45,616	48,04 3	,000 b
	Residual	91,151	96	,949		
	Total	228,000	99			
a. Dependent Variables: Y						
b. Predictors: (Constant), X2, X1						

*Source: Results Study processed SPSS  
23(2023)*

Source: Outcomes Analysis using SPSS 23 (2023) According to the table below, the mark F count may reach 48,043 while the F table with  $\alpha = 0.05$  can reach 2.70. Due to the fact that F count  $>$  F table ( $48,043 > 2.70$ ), it is possible to deduce that  $H_0$  is rejected and  $H_a$  is accepted. This suggests that Indonesia Skincare Store uses experience marketing, emotional marketing, and psychology to attract and retain loyal customers.

Use experiential marketing to attract devoted customers. experiential marketing for Indonesia Skincare Store's devoted clientele. This indicates that the customer finds the marketing efforts undertaken by Scarlett Skincare to be appealing, which might boost

customer loyalty when it comes to choosing to purchase that product from the Indonesia Skincare Store.

The research findings are consistent with those of Yusuf et al.'s (2022) study, which found that experiential marketing increases customer loyalty.

It indicates that experience marketing for loyalty customers does exist, according to the test findings for the first hypothesis (H1). According to this study, experiential marketing to loyalty customers occurs because customers at a certain location shop in a very strategic way to increase customer loyalty for skincare products in Indonesia.

Use emotional marketing in order to get loyal customers. emotional marketing to Indonesia Skincare Store's devoted clientele. This indicates that emotional marketing campaigns are becoming more engaging and effective. Customers' loyalty will grow as a result of Shop Scarlett Skincare's product offerings, which influence their decision to purchase from the Indonesian skincare store.

The findings of this study are consistent with those of studies conducted by Yusuf et al. (2023) and Kurhayadi et al. (2022) that also found that emotional marketing increases client loyalty.

This indicates that the findings of the second hypothesis's (H2) testing indicate that emotional marketing to loyal customers does exist. According to this study, emotional marketing to loyal customers occurs because customers find it easier to recall the name Scarlett Skincare, which increases customer loyalty for skincare purchases made in Indonesian stores. Influence emotional and experiential marketing for loyal customers.

At the Indonesia Skincare Store, experiential marketing, emotional marketing, and consumer psychology are used to target loyal customers. This indicates a positive influence and a strong link between the independent and dependent variables. Consumer psychology, emotional marketing, and experiential marketing are what influence customers' decisions to purchase products that businesses sell to them. This means that Scarlett Skincare Shop's superior emotional and experiential marketing campaigns, as well as the customers' perception of a welcoming environment, will motivate customers to purchase products from Indonesia Skincare Store.

## Conclusion

Using experiential marketing, the Indonesia Skincare Store hopes to boost client loyalty. This phenomenon refers to experiential marketing initiatives that aim to either directly touch or indirectly touch a group of customers, thus fostering and perhaps growing a loyal client base for Indonesia Skincare Store. emotional marketing to Indonesia Skincare Store's devoted clientele. This phenomenon refers to emotional marketing efforts that appeal to a certain client base or demographic, which in turn might attract more devoted shoppers to the Indonesia Skincare Store. At the Indonesia Skincare Store, experiential and emotional marketing are used to win over committed customers. Observation This indicates that consumer psychology, emotional marketing, and experiential marketing determine client loyalty at Shop Scarlett Skincare. It implies that the more positive customer experiences and emotive marketing that customers feel, together with a positive customer-focused shop atmosphere, the more loyal customers Indonesia Skincare Store will attract.

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