

THE EFFECT OF EMOTIONAL BRANDING, CUSTOMER EXPERIENCE, AND PRODUCT QUALITY ON CUSTOMER SATISFACTION AT PAPA BAKERY STORES IN LHOKSEUMAWE CITY

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Received: 07/08/2026 | Revised: 15/08/2026 | Accepted: 30/08/2026 | Published: 11/09/2026

Abstract

This study aims to determine, review, and analyze the influence of emotional branding, customer experience, and product quality on customer satisfaction at Papa Bakery stores in Lhokseumawe City. The independent variables in this study are emotional branding, customer experience, and product quality, while the dependent variable is customer satisfaction. This study employed quantitative methods, collecting data using a paper-based questionnaire administered to 136 Papa Bakery customers. Data analysis included validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, research hypothesis testing, t-tests, and f-tests. The Statistical Package for Social Sciences (SPSS) software was used to analyze the data. The results indicate that emotional branding, customer experience, and product quality have a positive and significant influence on customer satisfaction. This is because the significance value is <0.05 . The f-test results show a value of <0.05 , indicating that the variables emotional branding, customer experience, and product quality simultaneously have a significant influence on customer satisfaction at Papa Bakery stores in Lhokseumawe City.

Keywords: Emotional branding, customer experience, product quality, customer satisfaction

INTRODUCTION

The culinary market in Indonesia is developing dynamically, triggering increasingly fierce competition among businesses. Facing this situation, business strategies can no longer rely solely on product sales. Businesses must understand customer preferences, challenges, and expectations. Specifically in the bakery and cake sector, the quality of the food served, the convenience of shopping, and the emotional bond between customers and the brand are three key factors that influence a business's reputation in the eyes of consumers (Kotler & Keller, 2022).

The bakery sector is growing rapidly and is a promising sector. Various processed breads, cakes, and pastries have become a staple in people's daily lives, serving both as main meals and snacks. The surge in competition in this sector forces businesses to continuously innovate, from maintaining product quality and optimizing service to creating a memorable shopping experience. These strategic steps are key for businesses to maintain customer loyalty amidst fierce market competition (Kotler & Armstrong, 2021).

The success of a business depends heavily on its level of customer satisfaction. This occurs when the performance of a product or service meets or even exceeds consumer expectations. High levels of satisfaction have the potential to trigger repeat orders, encourage word-of-mouth recommendations, and strengthen brand loyalty. Therefore, a deep understanding of the determinants of customer satisfaction is a key foundation for companies in formulating precise marketing tactics (Kotler & Keller, 2022). One of the bakery businesses in Lhokseumawe City is Papa Bakery. Papa Bakery offers a wide variety of breads and cakes and is well-known among the people of Lhokseumawe City. Amidst increasing competition in the bakery industry, Papa Bakery is required to maintain product quality, provide a positive customer experience, and build positive emotional relationships to increase customer satisfaction and maintain customer loyalty.

THE EFFECT OF EMOTIONAL BRANDING, CUSTOMER EXPERIENCE, PRODUCT QUALITY, ON CUSTOMER SATISFACTION AT PAPA BAKERY STORE IN LHOKSEUMAWE CITY

Rusydi Abubakar et al

Besides emotional branding, **Customer experience** is also a crucial factor in increasing customer satisfaction. Customer experience describes the overall experience a consumer experiences, from before making a purchase, during the purchase process, to after using the product. A pleasant experience will leave a positive impression, leaving consumers satisfied and wanting to make repeat purchases. Therefore, companies need to create a comfortable shopping experience through good service, a pleasant store atmosphere, and easy product access (Ningsih & Hurnis, 2023).

Another equally important factor is product quality, which is the ability of a product to meet consumer needs and expectations. Products with good taste, high-quality raw materials, an attractive appearance, and consistent quality management will provide added value to consumers. Conversely, if product quality declines, consumer satisfaction levels will also decline. Therefore, maintaining product quality is one of the strategies companies must implement to maintain customer satisfaction (Kotler & Armstrong, 2021; Cesariana et al., 2022). An attractive product appearance has been proven to create positive perceptions and build emotional bonds with buyers. Beyond visuals, product quality standards, such as texture and presentation techniques, also play a crucial role in boosting customer satisfaction.

Based on this, an in-depth exploration of the influence of emotional branding, customer experience, and product quality on customer satisfaction at Papa Bakery is highly relevant. The visual presentation of a product is crucial for capturing consumer interest and creating an initial impression of its quality (Kotler & Keller, 2021). Based on initial observations conducted by researchers on Papa Bakery consumers in Lhokseumawe City, there are still conditions that indicate that consumer satisfaction is not fully optimal. Based on an initial survey of 30 consumers, as many as 22 consumers (73.3%) stated that they were satisfied with the products and experiences provided by Papa Bakery, while 8 consumers (26.7%) stated that they were not completely satisfied. Although the majority of consumers expressed satisfaction, the existence of consumers who were not completely satisfied indicates that there are still aspects that need to be considered by Papa Bakery in maintaining customer satisfaction.

LITERATURE REVIEW

The Relationship between Emotional Branding and Consumer Satisfaction

Emotional branding is a marketing strategy that focuses on creating an emotional connection between a brand and its consumers. According to Azhar & Nirawati (2022), emotional branding can build deep emotional bonds, allowing consumers to feel closer to the brand and have meaningful experiences. This emotional bond plays a crucial role in shaping positive perceptions of the products and services received. Empirically, research conducted by Masithah (2022) shows that emotional branding has a positive and significant impact on consumer satisfaction. This suggests that the stronger the emotional bond a company builds, the higher the level of satisfaction consumers experience, as their emotional needs are met.

. The Relationship Between Customer Experience and Consumer Satisfaction

Customer experience is the overall experience a consumer experiences during their interaction with a company, before, during, and after a purchase. According to Ningsih & Hurnis (2023), customer experience encompasses cognitive, affective, and physical aspects, which collectively shape consumer perceptions of service quality. A positive experience leaves a lasting impression and increases perceived value. Research by Mulyono & Djatmiko (2018) demonstrates that customer experience positively impacts customer satisfaction. This means that the better the experience a customer experiences, the higher their level of satisfaction. This occurs because a pleasant experience can meet or even exceed consumer expectations.

The Relationship Between Product Quality and Consumer Satisfaction

Product quality is the ability of a product to meet consumer needs and expectations. Kotler & Armstrong (2021) state that product quality relates to a product's ability to perform its functions, including durability, reliability, and ease of use. High-quality products provide added value to consumers. Research by Cesariana et al. (2022) shows that product quality has a positive and significant effect on consumer satisfaction. This indicates that the better the product quality offered, the higher the level of consumer satisfaction because the product is able to meet or exceed their expectations.

The Relationship between Emotional Branding, Customer Experience, and Product Quality on Satisfaction Consumer

THE EFFECT OF EMOTIONAL BRANDING, CUSTOMER EXPERIENCE, PRODUCT QUALITY, ON CUSTOMER SATISFACTION AT PAPA BAKERY STORE IN LHOKSEUMAWE CITY

(Case Study on Students of the Faculty of Economics and Business, Malikussaleh University)

Rusydi Abubakar et al

Simultaneously, emotional branding, customer experience, and product quality are important factors influencing consumer satisfaction. Azhar & Nirawati (2022) explain that the combination of emotional experience, direct experience, and product quality will create higher value for consumers. Previous research also shows that these three variables together have a positive and significant effect on consumer satisfaction (Cesariana et al., 2022; Mulyono & Djatmiko, 2018). Therefore, the better a company is at managing emotional branding, providing a positive customer experience, and maintaining product quality, the higher the level of consumer satisfaction it can achieve.

Research Hypothesis

- H1:** Emotional branding has a positive and significant effect on consumer satisfaction at the Papa Bakery store in Lhokseumawe City.
- H2:** Customer experience has a positive and significant effect on customer satisfaction at the Papa Bakery store in Lhokseumawe City.
- H3:** Product quality has a positive and significant effect on consumer satisfaction at the Papa Bakery store in Lhokseumawe City.
- H4:** Emotional branding, customer experience and product quality simultaneously have a positive and significant effect on consumer satisfaction at the Papa Bakery store in Lhokseumawe City.

METHOD

The research objects used in this study are emotional branding, customer experience, product quality, and consumer satisfaction. This research was conducted in the city of Lhokseumawe at the Papa Baker store, with respondents in this study being consumers and buyers at the Papa Bakery store. In this study, the sampling technique used in this study was a non-probability sampling technique. According to Taherdoost (2020), non-probability sampling is a sample selection method that does not provide a measurable opportunity for each element of the population to be part of the sample, so the sample selection process is determined through considerations, assessments, or criteria set by the researcher. The number of respondents in this study was 136.

In this study, the determination of the sample size refers to the guidelines put forward by Hair et al. (2019), who stated that the determination of sample size should consider the number of parameters to be estimated, where it is recommended that there be at least 5 to 10 observations for each parameter. The formula proposed by Hair to calculate the sample size is as follows:

$$n = (5 \text{ to } 10) \times k$$

Information:

n = Sample size

k = Number of indicators used

So the calculation of the number of samples that will be used in this study is:

$$\text{sample} = (8 \times 17) = 136 \text{ respondents}$$

The data collection methods used in this study are primary data and secondary data, namely questionnaires. A questionnaire is a data collection technique carried out by providing a series of written questions or statements to respondents to obtain answers relevant to the research objectives. Secondary data in this study were obtained from various literature, journals, books, and other relevant scientific sources, such as previous research, to support and strengthen the theoretical basis, as well as supporting information regarding the profile of Papa Bakery Shop and a general overview of the bakery industry.

THE EFFECT OF EMOTIONAL BRANDING, CUSTOMER EXPERIENCE, PRODUCT QUALITY, ON CUSTOMER SATISFACTION AT PAPA BAKERY STORE IN LHOKSEUMAWE CITY

Rusydi Abubakar et al

RESULTS AND DISCUSSION

Validity Test

Table 1 Validity Test

Variables	Item	r Count	t Table	Information
Emotional Branding (X1)	X1.1	0.742	0.168	Valid
	X1.2	0.747	0.168	Valid
	X1.3	0.789	0.168	Valid
	X1.4	0.809	0.168	Valid
Customer Experience (X2)	X2.1	0.738	0.168	Valid
	X2.2	0.790	0.168	Valid
	X2.3	0.695	0.168	Valid
	X2.4	0.696	0.168	Valid
Product Quality (X3)	X3.1	0.766	0.168	Valid
	X3.2	0.761	0.168	Valid
	X3.3	0.719	0.168	Valid
	X3.4	0.706	0.168	Valid
	X3.5	0.731	0.168	Valid
	X3.6	0.665	0.168	Valid
Consumer Satisfaction (Y)	Y1.1	0.788	0.168	Valid
	Y1.2	0.810	0.168	Valid
	Y1.3	0.800	0.168	Valid

Source: processed data (2026)

Based on table 4.9, it shows that all question items on all variables, namely the Emotional branding variable, customer experience, Product Quality, and consumer satisfaction, have a calculated r value > r table, so it can be concluded that all question items in the questionnaire are declared valid and suitable for use.

Reliability Test

Table 2

Source:	Variables	Cronbach	Alpha	Information	Processed data
		Alpha	Standard		
primary (2026)	Emotional Branding (X1)	0.774	0.60	Reliable	
	Customer Experience (X2)	0.733	0.60	Reliable	
	Product Quality (X3)	0.819	0.60	Reliable	
	Consumer Satisfaction (Y)	0.717	0.60	Reliable	

Based on table 4.10, it shows that the Cronbach alpha value of each variable, namely the Emotional Branding variable, Customer Experience, product quality and consumer satisfaction, has a Cronbach alpha value > 0.60, thus it can be said that all variables are reliable and can be trusted.

THE EFFECT OF EMOTIONAL BRANDING, CUSTOMER EXPERIENCE, PRODUCT QUALITY, ON CUSTOMER SATISFACTION AT PAPA BAKERY STORE IN LHOKSEUMAWE CITY

(Case Study on Students of the Faculty of Economics and Business, Malikussaleh University)

Rusydi Abubakar et al

Normality Test

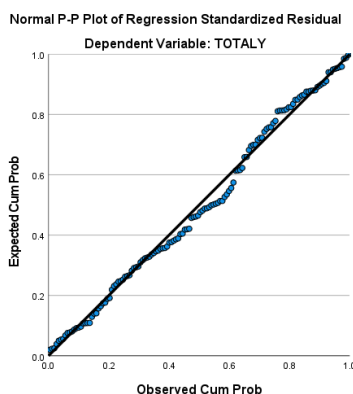


Figure 3 PP Plot of the Results of the Normality Test of the Standard Residuals of the Regression

Source: Primary Data Processed in 2026

Based on Figure 4.5, the results of the normality test using the Normal PP Plot of Regression Standardized Residuals show that the residual points are spread around the diagonal line and follow the direction of the diagonal line. This indicates that the residuals in the regression model are normally distributed. Thus, the assumption of normality in the regression model has been met.

Multicollinearity Test

Table 4 Multicollinearity Test

Variables	Tolerance	VIF
Emotional Branding (X1)	0.729	1,371
Customer Experience (X2)	0.807	1,239
Product Quality (X3)	0.764	1,308

Source: Processed primary data (2026)

Based on table 4.11, it shows that the results of the multicollinearity test on each variable can be explained as follows:

1. tolerance value for the emotional branding variable is $0.729 > 0.1$ and the VIF value is $1.371 < 10$, based on the testing criteria, it can be said that there are no symptoms of multicollinearity in the emotional branding variable.
2. tolerance value for the customer experience variable is $0.807 > 0.1$ and the VIF value is $1.239 < 10$, based on the testing criteria, it can be said that there are no symptoms of multicollinearity in the customer experience variable.
3. tolerance value for the product quality variable is $0.764 > 0.1$ and the VIF value is $1.308 < 10$, based on the testing criteria, it can be said that there are no symptoms of multicollinearity in the emotional branding variable.

Based on the explanation above, it can be concluded that all variables in this study do not show symptoms of multicollinearity.

THE EFFECT OF EMOTIONAL BRANDING, CUSTOMER EXPERIENCE, PRODUCT QUALITY, ON CUSTOMER SATISFACTION AT PAPA BAKERY STORE IN LHOKSEUMAWE CITY

Rusydi Abubakar et al

Heteroscedasticity Test

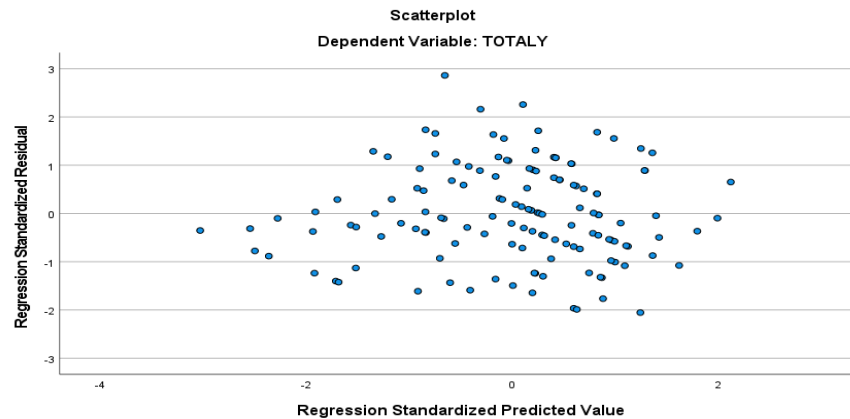


Figure 5 Heteroscedasticity Test

Source: Processed primary data (2026)

Based on the image above, it shows that the results of the heteroscedasticity test show that there is no clear pattern, the data points are not spread randomly above and below the number 0 (zero) on the Y axis. The points appear to form a certain pattern (diagonal lines) so that it shows a tendency for a regular pattern.

Multiple Linear Regression Analysis

Table 6 Multiple Linear Regression

	Unstandardized Coefficients		Unstandardized Coefficients		t	Sig
	B	Std. Error	Beta			
(constant)	0, 827	0.967			0.855	0, 394
Emotional Branding	0, 223	0.063	0, 281		3, 542	0.001
Customer Experience	0.253	0.064	0, 297		3, 934	0, 000
Product quality	0, 137	0.046	0, 232		2, 993	0.003

Source: Processed primary data (2026)

Based on table 4.13, the results of the multiple linear regression test in the table above, the following regression equation is obtained:

$$Y = 0.827 + 0.223 X_1 + 0.253 X_2 + 0.137 X_3$$

Based on the equation above, it can be explained as follows:

1. The Emotional Branding coefficient value is 0.223, so it can be interpreted that if Emotional Branding is increased by 1 value unit, it is predicted that consumer satisfaction will increase by 0.223, assuming other variables are considered constant.
2. The Customer Experience coefficient value is 0.253, so it can be interpreted that if Customer Experience is increased by 1 value unit, it is predicted that consumer satisfaction will increase by 0.253, assuming that other variables are considered constant.
3. The coefficient value of Product Quality is 0.137, so it can be interpreted that if Product Quality is increased by 1 value unit, it is predicted that consumer satisfaction will increase by 0.137, assuming that other variables are considered constant.

THE EFFECT OF EMOTIONAL BRANDING, CUSTOMER EXPERIENCE, PRODUCT QUALITY, ON CUSTOMER SATISFACTION AT PAPA BAKERY STORE IN LHOKSEUMAWE CITY

(Case Study on Students of the Faculty of Economics and Business, Malikussaleh University)

Rusydi Abubakar et al

Table 7 F Test

Model		Sum of Squares	df	Mean Squares	F	Sig.
1	Regression	473,119	3	157,706	28,561	0,000
	Residual	728,874	132	5,522		
	Total	1201,993	135			

Source: Processed primary data (2026)

Based on the results of the F test as shown in table 4.15, it shows that the significance value is 0.000 and the calculated F value is 28.561. This means that the significance value is $0.000 < 0.05$ and the calculated F value is $28.561 > \text{the F table value of } 2.67$, so it can be said that simultaneously emotional branding, customer experience and product quality have an effect on consumer satisfaction at the Papa Bakery store in Lhokseumawe City.

Discussion

The Influence of Emotional Branding on Consumer Satisfaction at Papa Bakery Store in Lhokseumawe City

Based on the results of hypothesis testing, the emotional branding variable has a positive and significant effect on consumer satisfaction at the Papa Bakery Store in Lhokseumawe City. This indicates that the better the emotional branding built by Papa Bakery, the higher the level of consumer satisfaction. Emotional branding is a company strategy in building emotional relationships with consumers so that consumers do not only buy products because of functional needs, but also because of an emotional closeness to the brand. In the context of Papa Bakery, this emotional connection can be created through attractive product displays, a distinctive bread aroma, a comfortable store atmosphere, and services that can provide a pleasant experience to consumers. This condition causes consumers to feel closer to the Papa Bakery brand so that their level of satisfaction increases. This concept is in line with the theory that states that emotional branding is able to create a deep emotional connection between consumers and brands.

The Influence of Customer Experience on Consumer Satisfaction at Papa Bakery Store in Lhokseumawe City

Based on the results of hypothesis testing, customer experience has a positive and significant effect on customer satisfaction at Papa Bakery in Lhokseumawe City. This indicates that the better the experience consumers experience while interacting with Papa Bakery, the higher the level of customer satisfaction. Customer experience is the overall experience consumers feel before, during, and after making a purchase. This experience can include comfort while in the store, employee friendliness, speed of service, environmental cleanliness, and ease of transaction. If consumers have a pleasant experience while shopping, they will feel satisfied because their expectations are met. Theory also states that a positive customer experience will form a good perception of the company and increase customer satisfaction.

The Influence of Product Quality on Consumer Satisfaction at Papa Bakery Store in Lhokseumawe City

Based on the results of the hypothesis testing, product quality has a positive and significant effect on customer satisfaction at Papa Bakery in Lhokseumawe City. This indicates that the better the product quality offered by Papa Bakery, the higher the level of customer satisfaction. Product quality is the ability of a product to meet consumer needs and expectations. In the bakery business, product quality can be seen from the taste, texture, aroma, product appearance, freshness, and consistency of product quality. Products that have good quality will provide added value to consumers so that consumers feel satisfied after making a purchase. Conversely, if the product quality does not match consumer expectations, consumers tend to feel dissatisfied. Kotler and Armstrong's theory states that high-quality products will be able to meet even

The Influence of Emotional Branding, Customer Experience, and Product Quality on Consumer Satisfaction at Papa Bakery Store in Lhokseumawe City

Based on the results of the simultaneous test (F test), it is known that emotional branding, customer experience, and product quality together have a positive and significant effect on customer satisfaction at the Papa Bakery Store in Lhokseumawe City. This indicates that these three variables are important factors that can increase

THE EFFECT OF EMOTIONAL BRANDING, CUSTOMER EXPERIENCE, PRODUCT QUALITY, ON CUSTOMER SATISFACTION AT PAPA BAKERY STORE IN LHOKSEUMAWE CITY

Rusydi Abubakar et al

customer satisfaction. Customer satisfaction is not only influenced by one factor, but is influenced by a combination of various factors, such as the emotional relationship built by the company, the customer's experience during interactions with the company, and the quality of the product received by the customer. If Papa Bakery is able to create a strong emotional branding, provide a pleasant experience to customers, and maintain product quality consistently, customer satisfaction will increase. Conversely, if one of these factors is not met, the level of customer satisfaction can decrease. Previous research also explains that these three variables simultaneously have a positive and significant effect on customer satisfaction.

CONCLUSION

Based on the research results and discussion regarding the influence of emotional branding, customer experience, and product quality on customer satisfaction at Papa Bakery in Lhokseumawe City, it can be concluded that emotional branding has a positive and significant effect on customer satisfaction. This indicates that the emotional relationship built between Papa Bakery and customers is related to the level of customer satisfaction. Customer experience has a positive and significant impact on customer satisfaction at Papa Bakery in Lhokseumawe City. This indicates that the experience consumers experience while interacting with Papa Bakery is related to the satisfaction they receive after making a purchase. Product quality has a positive and significant impact on customer satisfaction at Papa Bakery in Lhokseumawe City. This indicates that the product's ability to meet consumer needs and expectations is related to the level of customer satisfaction. Simultaneously, emotional branding, customer experience, and product quality have a positive and significant impact on customer satisfaction at Papa Bakery in Lhokseumawe City. This indicates that these three variables are jointly related to customer satisfaction with Papa Bakery's products and services.

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THE EFFECT OF EMOTIONAL BRANDING, CUSTOMER EXPERIENCE, PRODUCT QUALITY, ON CUSTOMER SATISFACTION AT PAPA BAKERY STORE IN LHOKSEUMAWE CITY

(Case Study on Students of the Faculty of Economics and Business, Malikussaleh University)

Rusydi Abubakar et al

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