



The Effect of Emotional Branding and Experiential Marketing on Chosik (Chocolate Sikka) Purchasing Decisions in Sikka Regency

Fransiska Melania Bunga, Walter Obon, and Nunsio Handrian Meylano

Universitas Nusa Nipa Maumere

Indonesia

ABSTRACT

This research aims to (1) determine the influence of emotional branding on purchasing decisions for Chosik (Chocolate Sikka) in Sikka district. (2) determine the influence of experiential marketing on purchasing decisions for Chosik (Chocolate Sikka) in Sikka district. (3) determine the influence of emotional branding and experiential marketing on purchasing decisions for Chosik (Chocolate Sikka) in Sikka district. In this research, the research design uses associative research with a quantitative research method approach. In this study, the sample size taken using the Cochran formula was 100 respondents from Chosik consumers in Sikka district. Data collected through questionnaires and analyzed using inferential statistics, namely multiple linear regression. Hypothesis testing is carried out through the F test and T test. The results of this research show that: (1) Emotional Branding partially has a significant effect on Chosik purchasing decisions with a t-count value of $4.643 > 1.98$, (2) Experiential Marketing partially has no influence on Chosik purchasing decisions with a t value of $1.216 < 1.98$, (3) Emotional Branding and Experiential Marketing simultaneously have a significant influence on Chosik purchasing decisions in Sikka district with a F table value of $104.861 > 3.09$.

Keywords: Emotional Branding, Experiential Marketing, Purchasing Decisions.

1. INTRODUCTION

Indonesia is an agricultural country where agriculture has a lot of potential to be developed and one of the plantation subsectors traded internationally by Indonesia is cocoa. Cocoa has been an important part of the plantation sector in Indonesia for centuries. Currently, Indonesia is the third largest producer of cocoa beans in the world after Ivory Coast and Ghana International Cocoa Organization (ICCO) in 2023. Even though Indonesia is a producer and exporter of cocoa beans, Indonesia also imports cocoa beans which are intended to meet the needs of the cocoa processing industry in the blending process.

According to the Central Statistics Agency (BPS) report, Indonesia produces seeds heavy cocoa 650,612 tons in 2022. This volume is down 5.46% compared to the previous year. This is because farmers generally do not sort properly. One form of processed cocoa bean product is chocolate bars. Bar chocolate is the result of the process of mixing cocoa butter (cacao butter), cocoa powder (cacao powder), skin milk powder, sweetener and lestin.

Chocolate is one of the most special cocoa products compared to other products. Currently, chocolate brands are emerging with various variants and packaging that attract the attention of consumers due to the high level of demand for chocolate products, so competition between similar products is getting tighter.

Chocolate bars in the cocoa industry tree are in the fifth generation. Where the derivative starts from seeds, the second derivative is liquor (mass), the third derivative is cake, the fourth derivative is paste and then becomes bars (stems). According to Asriati et al (2020), based on the type of fat used, there are 2 types of chocolate products on the market, namely couverture chocolate and compound chocolate. Couverture chocolate is processed from cocoa powder and cocoa butter to produce an excellent flavor. Meanwhile, compound chocolate is processed from cocoa powder and substituted fats. Chocolate circulating in Indonesia generally uses cocoa butter substitute (CBS), which is palm vegetable fat.

Sikka Regency has good geographical potential for agriculture, including cocoa plantations. The region consists of lowlands to mountains which are suitable for the growth of cocoa plants, therefore Sikka district is one of the cocoa

producing areas in NTT. Cocoa has become one of the main agricultural commodities in the area, with many farmers relying on cocoa as their main source of income. As in other areas in Indonesia, cocoa farmers in Sikka district usually plant the Forastero cocoa variety. This variety of cocoa tends to have a strong flavor and is usually used for bulk chocolate.

Chosik is a processed product from genuine Sikka cocoa beans which have gone through a fermentation and drying process by Sikka farmers using national production standards carried out by Sikka sons and daughters. This product is a form of product diversification from cocoa which is carried out to increase added value for cocoa farmers and produce final products that are more marketable. Chosik has strong historical roots in cocoa processing traditions in various cultures, especially in regions where cocoa grows naturally. Chosik is produced by UPT. Sikka Innovation Center (SIC), which is the first chocolate company in Sikka district, is located on Jalan Litbang (Front Alok Market) Uneng City Village, Alok District.

UPT. The Sikka Innovation Center is part of the Sikka Regency Research and Development Agency (Bapelitbang), which is an innovation center established with the aim of encouraging technological development, research and innovation in various fields. UPT. The Sikka Innovation Center can be a place for researchers, entrepreneurs and local communities to gather, collaborate and develop new ideas that can benefit society. Chosik collaborates with farmers, academics, local governments and other related parties to develop agricultural technology and practices that are sustainable and highly competitive. Thus, Chosik plays an important role in supporting agriculture and the local economy in Sikka district.

Chosik generally has a complex taste, which includes sweet, bitter, sour, and sometimes salty, depending on the composition of the ingredients and the production process. The texture of chosik can vary, from smooth and soft to rough and crunchy, depending on the shape and processing process. Chosik has a very original taste, the chocolate is of higher quality than other chocolate products, Chosik products still use natural ingredients and do not use preservatives so Chosik has a bitter taste, melts easily when in hot room temperatures and does not last as long as other products. other chocolates, so chosik is included in the Couverture chocolate group.

Chosik is a Sikka chocolate product which has many variations of shapes and types of chocolate. Chosik comes in many shapes and variations depending on consumer preferences and manufacturing techniques. Several variants of Chosik products include Chosik Powder. Chosik can be processed into fine powder which can be used to make chocolate drinks or as an additional ingredient in various cake and food recipes. Chosik Powder Aroma is a variant of chosik powder that is added with aroma, such as vanilla or mint, to provide a variety of flavors. And Chosik bars are Chosik which can also be processed into chocolate bars or tablets that are ready for consumption. Chosik bars often have a high cocoa content and intense flavor. From the innovation development carried out by the UPT. Sikka Innovation Center, several chocolate variants have been produced which can be seen in the table below:

Table 1. List of Chosik variantsat UPT. Sikka Innovation Center

No	Product Variant Name
1	Large Bar 85 gr Milk
2	Large Bar 85 gr Dark
3	Large Bar 85 gr Walnuts
4	Large Bar 85 gr Cashew
5	Large Bar 85 gr Moringa
6	Small Bar Milk 40 gr
7	Small Bar Dark 40 gr
8	Small Bar Cashew 40 gr
9	Small Bar Walnuts 40 gr
10	Candy Tube (contains 30 pieces)
11	Candy Tube (contains 15 pieces)
12	Powder 250 gr / Half Smooth
13	Powder 200 gr / Smooth
14	Drinks/Glasses
15	Drinks / Bottles
16	Chosik Aroma 3 in 1 series

No	Product Variant Name
17	Aroma Chosik 3 in 1 sachet
18	Moringa Large Chocolate Bar
19	Powder 200 gr / Half Smooth
20	Candy/ Seeds (retail)

Data Source: UPT. Sikka Innovation Center, 2023

The total production that Chosik can produce in a month is 2000 kg. Chosik was then sold in the cities of Maumere, Labuan Bajo, Kupang and Jakarta. In the city of Maumere, Chosik has 3 outlets, namely Roxy Swalayan, Franseda Airport, and Maumere Souvenir Snack Center.

Revenue budget given by Bapelitbang Sikka Regency to UPT. Sikka Innovation Center annually is Rp. 250,000,000,-. The sales results of Chosik Products from 2019 to 2023 can be seen in the table below:

Table 2. Chosik product sales dataat UPT. Sikka Innovation Centerr 2019-2023

No	Year	Budget	Income
1	2019	250,000,000,-	279,741,000
2	2020	250,000,000,-	148,208,800
3	2021	250,000,000,-	109,829,800
4	2022	250,000,000,-	240,251,000
5	2023	250,000,000,-	194,959,000

Data source :Upt. Sikka Innovation Center, 2023

Based on the data above, it can be seen that Chosik's sales at the UPT.Sikka Innovation Center in Maumere fluctuate. The largest sales occurred in 2019 amounting to Rp. 279,741,000,- from a total budget of Rp. 250,000,000, and decreased over the next 2 years after which it increased again in 2022 amounting to Rp. 240,251,000,- and decreased in 2023 amounting to Rp. 194,959,000,-Fluctuating sales data shows significant variations or changes in the number of Chosik sales from year to year during a certain time period.

Based onthe results of observations and interviews found thatChosik has limited resources, they find it difficult to implement effective marketing strategies.Chosik products are not yet well known among the public,This is because the company has not been consistent in conveying its brand identity and does not have a strong narrative, so the emotional message is not heard or feels vague to consumers. In addition, chosik companies do not yet have a large enough presence and have minimal resources to hold events or activities that attract consumer attention, in increasing brand awareness.Chosik companydo not yet have a deep understanding of potential consumers and what they want or need, so the emotional messages or experiences presented are not relevant or interesting to their target market. Furthermore, chosik companies do not understand the social media platforms they use and do not present effective promotional content or advertisements on their platforms that suit user preferences so that their marketing efforts are not visible to many people and they fail to reach their target audience.

A company's competitive strategy which requires investigating consumer behavior as a whole has made the company know how to provide more satisfaction than its competitors. Marketers should be able to see as far as possible the various factors that can influence consumers and be able to develop an understanding or mindset of how consumers make purchasing decisions so they can achieve success.

Emotional Branding factors greatly influence consumer behavior. According to Gobe's opinion (2005:31), in Meylano, NH, (2020). Emotional Branding is a channel where a person subconsciously has a relationship with the company and with the company's products in an emotionally powerful way. Emotions as a driver of purchasing decisions.

The data above shows that consumer purchasing decisionsThe decline in Chosik products was caused by several factors, including emotional factors and the lack of a creative approach from the company towards its consumers. In this era of increasingly fierce competition, traditional marketing strategies that focus on product quality and usability (features and benefits) are not enough. Success in creating positive value in the minds of consumers is an important

factor in the success of selling a product. It is necessary to deliver or communicate a product by touching the emotional side of consumers.

Intense competition between companies makes business people dare to be different from their competitors. Every company must be able to survive, and must even be able to continue to grow. Companies should be able to see as far as possible the various factors that can influence consumers and be able to develop an understanding or mindset of how consumers make purchasing decisions so they can achieve success.

According to Kotler (2005), in general, many things influence purchasing decisions made by consumers. The level of consumer involvement in purchasing is greatly influenced by the personal interests generated and felt. In other words, whether a person feels involved or not in decision making. The higher the propensity to buy, the higher the emotional reflection of the attraction and satisfaction obtained by the customer (Hock and Loewenstein, 1991; Thompson et al., 1990 as cited in Lin 2005).

WrongOne important thing that every company needs to do and pay attention to is attracting consumers and being able to retain these customers. Success in competition will be achieved if the company can create and retain customers (Tjiptono, 2006). To achieve this goal, the company makes various efforts so that the planned goals are achieved.

ConditionWhat a company must fulfill in order to be successful in competition is trying to achieve the goal of creating and retaining customers (Levitt, 2001). Various efforts have been made by the company so that it can have a strong attraction that is embedded in the minds of consumers and ultimately can gain a wide market share so that it can compete with other competitors.

The modern marketing concept used by many companies today is through Emotional Branding and Experiential Marketing. Emotional Branding is a concept for creating a brand image whose aim is to create a deep emotional relationship between brands and consumers through creative and innovative approaches (Gobe, 2005). Emotional Branding presents a tool and methodology that can make a product connect with consumers emotionally in an amazing way (Gobe, 2005)

Apart from taking an emotional approach, companies must also be able to carry out other aggressive strategies such as Experiential Marketing. According to Sugiyarti and Hendra (2015) that Experiential Marketing is a profitable process of identifying and satisfying customer needs and aspirations. The essence of Experiential Marketing is to build sustainable relationships with customers through 5 aspects, namely the five senses (sense), feelings (feel), way of thinking (think), action (act), relationship (relate). We often see this strategy when companies are introducing their newest products, in the form of product identification by involving consumers to introduce their newest products.

2. LITERATURE REVIEW

2.1. Buying decision

Purchasing decisions are the actions of consumers to buy or not a product. According to Durianto (2004) purchasing decisions are the stage in the purchasing decision making process where consumers will actually choose. Meanwhile, according to Mowen and Minor (2007: 7) purchasing decision making includes the process that consumers go through in recognizing problems, looking for solutions, evaluating alternatives, and choosing between their purchasing options.

According to Helga Drumond (2003:68) purchasing decisions are identifying all possible options to solve the problem and evaluating the options systematically and objectively as well as the targets that determine the advantages and disadvantages of each. Meanwhile, according to Schiffman and Kanuk (2010), a purchasing decision is a person's decision where he chooses one of several existing alternatives.

Furthermore, according to Abdurrahman (2015) a purchasing decision is an activity of purchasing a number of goods and services, which are selected based on information obtained about the product, and when coincidence and desire arise, this activity becomes information for subsequent purchases. Consumer purchasing behavior refers to the purchasing behavior of final consumers, individuals and households who purchase goods and services for personal consumption.

2.2. Emotional Branding

Emotion comes from the Latin word *emovere*, which means moving away. *Emovere* implies a tendency to act, namely absolute emotion. According to Irawan (2009: 83) Emotional is the most important factor that can influence

customer satisfaction. There are various emotional factors when consumers make a purchase where they first receive a product, if the design matches the consumer's preferences or the color matches the consumer's favorite, then emotionally the consumer will immediately respond that the consumer wants to choose the product being offered.

The meaning of a brand is defined as the dominant perception of consumers regarding the overall impression and relationship of a brand or to convey the goals and promises symbolized by a brand (Berry 2000, 129). Meanwhile branding is defined as the process of creating a narrative advertising mechanism and can cause this effect perhaps due to the stimulation of self-referencing. Self-referencing is conceptualized as the process of relating information to oneself (Meyers-Levy & Peracchio 1996, p. 408).

So Emotional branding is a channel where people unconsciously relate to a company and with the company's products in an emotionally impressive method (Gobe, 2005:31). The word emotional in question is how a brand arouses consumer feelings and emotions, how a brand can come alive for society, and how to form deep and long-lasting relationships (Gobe, 2005: 18).

Today, the conceptual division between emotional branding and more traditional benefits-driven branding strategies is rapidly narrowing as the principles of emotional branding are being integrated into the benefits-driven brand management paradigm. For example, Keller (2003a, p. 596) credits Zaltman's metaphor elucidation technique, Fournier's model of brand relationship quality and ethnographic research on brand communities for highlighting intangible aspects of brand knowledge unrelated to the specifications of the actual physical product or service. The pinnacle of Keller's (2003b, pp. 92-93) customer base pyramid of brand equity is "brand resonance," which refers to the relationship and highest level of attachment that consumers have from the brand.

Emotional Branding according to Gobe (2005:31) in Meylano, NH, (2020). is a channel through which people subconsciously connect with a company and with the company's products in an emotionally powerful way. The word emotional in question is how a brand arouses consumer feelings and emotions, how a brand can come alive for people, and how it forms deep and long-lasting relationships. According to (Ferrinandewi, 2008:142) the emotional touch of branding can make a number of significant differences to the brand. Moreover, consumers nowadays are more demanding. Even consumers today also want a high emotional personal touch. Consumers' emotional relationships with brands will automatically be created through how consumers spend their time with the brand.

From these definitions it can be concluded that emotional branding is a channel through which consumers unconsciously relate to a company and the company's products and is a tool for creating personal communication with consumers so as to create a deep and intense relationship for a long period of time.

2.3. Experiential Marketing

Marketing according to Stanton quoted by Dharmmesta and Handoko (2012: 4) defines as an overall system of activities aimed at planning, setting prices, promoting and distributing goods or services that satisfy the needs of both existing and potential buyers. The definition of Experiential Marketing is a marketing approach that involves the emotions and role of consumers by creating unforgettable positive experiences so that consumers consume and are fanatical about certain products. Schmitt in Novia (2012:3) Experiential Marketing is an approach to marketing that has actually been carried out from ancient times until now by marketers. This approach is considered very effective because in line with developments in time and technology, marketers place more emphasis on product differentiation to differentiate their products from competitors' products. With Experiential Marketing, customers will be able to differentiate one product and service from another because they can feel and gain experience directly through five approaches (sense, feel, think, act, and relate) both before and when they consume the product and service.

According to Andraeni (2007:3) Experiential Marketing is a concept that combines elements of emotion, logic and the entire thought process and then connects it to consumers. The aim of Experiential Marketing is to build relationships where consumers respond to the products offered based on their emotions and level of thinking (Tatum in Retno et al, 2011: 1110). Experiential Marketing is very useful for increasing customer satisfaction. According to Kotler and Keller (2009: 138-139), satisfaction is a person's feeling of happiness or disappointment after comparing their expected performance. The application of Experiential Marketing aims to provide value to customers by providing memorable experiences, not just by selling products. With the aim of creating long-term good relationships which will influence satisfaction. This could be said to have been absorbed into our language but is also translated into marketing terms. The origin of the word marketing is the same as market. The definition of marketing is actually much

broader than sales or advertising. Marketing according to Kotler and Keller (2009: 5) is a social process in which individuals and groups obtain what they need and want by creating, offering and freely exchanging valuable products and services with other people. Schmitt in Hamzah, A. (2007:22) states that the concept of Experiential Marketing is used by marketers to offer their products and services by stimulating consumer emotional elements which produce sense, feel, think, action, relate. This is used to attract consumers so that consumers can feel satisfied.

Furthermore, according to Lenderman in Padjaja (2008:34) says that Experiential Marketing is a marketing methodology that can bridge the increasing consumer demand with marketers' invitations and brands according to their products, and to overcome the slow pace of traditional marketers to abandon marketing through mass media which only uses a one-way, command and control path to building the brand they have become accustomed to for decades.

2.4. Hypothesis

H1: Emotional Branding influence purchasing decisions.

H2: Experiential Marketing influences purchasing decisions.

H3: Emotional Branding and Experiential Marketing influences purchasing decisions.

3. RESEARCH METHODS

3.1 Research Design

In accordance with the formulation of the problem and objectives in this research, the type of research used is associative research with an approach Quantitative research method with the aim of finding the influence between the independent variable and the dependent variable. Quantitative research according to Sugiyono (2014: 8) states that research methods are inductive, objective and scientific in which the data obtained is in the form of numbers (values) or questions, which are analyzed using statistical analysis. Meanwhile, associative research, according to Situmorang (2017:17), associative research is research that connects two or more variables. This research consists of independent variables, namely Emotional Branding (X1) and Experiential Marketing (X2). Meanwhile, the dependent variable is Chosik Purchase Decision (Y). The population and sample are consumers of Chosik products in Sikka Regency. Data collection methods are using questionnaires, interviews, observation. The data analysis technique used was multiple linear regression analysis, classical assumption testing and hypothesis testing using SPSS tools. With this method, it is hoped that it can explain phenomena based on the data and information obtained.

3.2 Population and Sample

Population are all individuals who will be the general or general targets of the research (Sugiyono, 2019). The population in this study is all Chosik consumers in Sikka district whose number is unknown. The sample is a subset or part of the population to be studied (Sugiyono, 2019). Because the population size is unknown, the Cochran formula is used to determine the sample size (Sugiyono, 2019). Based on with these calculations, the sample used in the research consisted of a minimum of 96 respondents. However, in this research the author used a sample of 100 respondents. The sampling technique in this research used accidental sampling technique. According to Sugiyono (2009:85) accidental sampling is a technique for determining samples based on chance, that is, respondents who coincidentally meet researchers can be used as samples, if it is deemed that the person they meet by chance is suitable as a data source.

3.3 Operational Definition of Variables

Quantitative is data that is measured in a number (numeric), with the aim of testing a predetermined hypothesis (Sugiyono, 2017:8).

Table 3. Operational definitions of variables

No	Research Variables	Indicator Dimensions	Sub Indicator	Measurement Scale
1	Buying decision Kotler (2005, p.220)	Initiator	As needed Needs are triggered by internal influences (one of a person's needs) Needs are triggered by external influences (the influence of other people and the environment)	Likert
		Influencers	Public sources (social media, advertising, internet searches, and websites) Source of experience (product use, direct inspection) Information from friends or family.	
		Decider	Carry out assessments and compare with other products Carefully evaluate the information to make a decision.	
		Buyers	Determining the level of product quality Purchase intention based on product benefits as expected Product prices according to capabilities.	
		Users	Feel satisfied after purchasing the product Recommend to others.	
2	Emotional Branding Marc Gobe (2005)	Relationships	Building relationships with customers through social media platforms such as Facebook, Instagram and Tiktok Respect the identity of consumers. Cultivate deep relationships and relate to consumers' personal experiences.	Likert
		Sensorial Experience	Providing brand experiences that relate to the five senses Providing consumers with a five-sensory experience that creates fond memories.	
		Imagination	An imaginative approach to product design An imaginative approach to packaging	
		Vision	The brand is increasingly recognized by the wider community The products offered are able to meet customer needs.	
3	Experiential Marketing Schmitt (1999)	Senses	Attractive product design Product taste	Likert
		Feel	Mood Strong emotional attitude.	
		Think	Creative mind Product quality	
		Act	Memorable experience Product assessment	
		Relate	Share experiences with others Have closeness to the company.	

3.4 Data Analysis Techniques

Data analysis techniques are a method or way to organize data into information so that the data is easy to understand. In this research, data has a very important position because data is what is researched and functions as a tool to prove hypotheses. Therefore, whether the data is correct or not really determines the quality of the research results. On the other hand, the size of the data depends on whether the data collection instrument is good or not. A good instrument (questionnaire) must meet the two requirements of validity and reliability. The data analysis techniques used in this research are descriptive analysis and multiple linear regression analysis.

4. RESEARCH RESULTS AND DISCUSSION

4.1. Respondent Characteristics

Respondent characteristics are the condition or identity attached to the respondent regarding various aspects behind which the respondent will be asked for information regarding various matters related to this research. The characteristics in this research were seen from various aspects such as gender, education level and age level. Respondent characteristics were obtained through a questionnaire distributed to 100 consumers.

Table 4. Respondent data

No		Amount	Percentage (%)
	Gender		
1	Man	32	32%
2	Woman	68	68%
	Level of education		
1	JUNIOR HIGH SCHOOL	1	1%
2	SENIOR HIGH SCHOOL	66	66%
3	Diploma 3 (D3)	3	3%
4	Strata (S1)	27	27%
	Age Level		
1	15-19	8	8%
2	20-30	65	65%
3	31-40	24	24%
4	>40	3	3%

4.2. Multiple Linear Regression Analysis

The results of multiple linear regression analysis using the SPSS.26 program can be shown in table 5 below:

Table 5 Multiple linear regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,907	2,567		3,859	,000
	E.B	,873	,188	,664	4,643	,000
	E.M	,197	,162	,174	1,216	,227

Source: Data processing results

The multiple linear regression equation model from the results of data analysis in table 4.12 is as follows:

$$Y = 9,907 + 0.873EB + 0.197EM$$

Based on the regression equation above, the interpretation for the constant and each regression coefficient can be described as follows:

1. Constant (bo): **9,907**

This number or constant explains that if all independent variables, in this case, namely the emotional branding (X1) and experiential marketing (X2) variables are assumed to be constant or the change is zero, then purchasing decisions (Y) will increase by **9,907**

2. EB X1 Regression Coefficient (b1): 0.873

This regression coefficient can be explained that if the experiential marketing variable (X2) is considered constant or fixed, then if there is a change (increase) in the emotional branding variable (X1) by one unit, it will result in an increase in the change in the purchasing decision variable (Y) by 0.873 . A positive coefficient means that there is a positive relationship between the emotional branding variable (X1) and the purchasing decision variable (Y), the higher the emotional branding (X1), the higher the purchasing decision (Y).

3. EMX2 Regression Coefficient (b2): 0.197

This regression coefficient can be explained that if the emotional branding variable (X1) is considered constant or fixed, then if there is a change (increase) in the experiential marketing variable (X2) by one unit, it will result in an increase in the purchasing decision variable (Y) by 0.197. A positive coefficient means that there is a positive relationship between the experiential marketing variable (X2) and the purchasing decision variable (Y). The higher the experiential marketing (X2), the higher the purchasing decision (Y).

4.3. Hypothesis Testing

1) Simultaneous Hypothesis Testing (F Test)

The results of the F test hypothesis test analysis using the SPSS.26 program can be shown in table 4.13 below:

Table 6. Simultaneous Hypothesis Test (F Test)ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5469,600	2	2734,800	104,861	,000b
	Residual	2529,790	97	26,080		
	Total	7999,390	99			

Source: Data processing results

The results of statistical tests based on Anova calculations show an Fcount value of 104,861 with a significance value of 0.000. The way to test the F test hypothesis is

- a. The significance value of 0.000 is smaller than the alpha level used, namely 5% or 0.05, so the 2 independent variables in this study have a positive and significant influence on purchasing decisions (Y), meaning that the rise and fall of the value of purchasing decisions is largely determined by the increase The decline in the 2 independent variables in this research, namely: emotional branding (X1) and experiential marketing (X2) variables. It can be concluded that together the 2 independent variables, namely the emotional branding (X1) and experiential marketing (X2) variables have a significant effect on purchasing decisions (Y).

b. Define Ftable

Ftable can be seen in the statistical table, at a significance level of 0.05 with $(k ; n - k - 1) = 2 ; 100 - 2 - 1 = 97$ so Ftable = 3.09

Test criteria:

- a) If Fcount < Ftable, then H0 is accepted
- b) If Fcount > Ftable, then H0 is rejected

Fcount > Ftable, $104,861 > 3.09$, then Ho is rejected. It can be concluded that together the two independent variables, namely the emotional branding (X1) and experiential marketing (X2) variables have a significant effect on purchasing decisions (Y).

2) Test Partial hypothesis (t test)

The results of the t test hypothesis test analysis using the SPSS.26 program can be shown in table 7 below:

Table 7.. t test results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	9,907	2,567		3,859	,000
	E.B	,873	,188	,664	4,643	,000
	E.M	,197	,162	,174	1,216	,227

Source: Data processing results

Based on the data analysis in table 7, the partial hypothesis test (t test) for each independent variable on the dependent variable is as follows:

1) Emotional branding variable (X1):

- The statistical test results show that the t value has a significant value of 0,000. The significance value is smaller than the alpha level used of 5% (0.05),

- Define ttable

In this study, the level of significance $\alpha = 0.05$ was used. with a level of significance $\alpha = 0.05$, the following t table is obtained:

$$\begin{aligned}
 t_{table1} &= \alpha/2; nk \\
 &= 0.05/2; 100-2 \\
 &= 0.025; 98
 \end{aligned}$$

we get a ttable of 1.98

- Test criteria:

- If $t_{count} < t_{table}$, then H_0 is accepted
- If $t_{count} > t_{table}$, then H_0 is rejected

The research result is $t_{count} > t_{table} 4,643 > 1.98$, then the decision is to accept the alternative hypothesis (H_a) and reject the null hypothesis (H_0), that partially the emotional branding variable (X1) has a significant effect on the purchasing decision variable (Y).

2) Experiential marketing variable (X2)

- The statistical test results show that the t value has a significant value of 0,227. The significance value is greater than the alpha level used of 5% (0.05),

- Define ttable

In this study, the level of significance $\alpha = 0.05$ was used. with a level of significance $\alpha = 0.05$, the following t table is obtained:

$$\begin{aligned}
 t_{table1} &= \alpha/2; nk \\
 &= 0.05/2; 100-2 \\
 &= 0.025; 98
 \end{aligned}$$

The ttable obtained was 1.98

- Test criteria:

- If $t_{count} < t_{table}$, then H_0 is accepted
- If $t_{count} > t_{table}$, then H_0 is rejected

The results of the research are $t_{count} < t_{table} 1,216 < 1.98$, then the decision is to reject the alternative hypothesis (H_a) and accept the null hypothesis (H_0), that partially the experiential marketing variable (X2) has no effect on the purchasing decision variable (Y).

4.4. Coefficient Determination (R2)

The results of the analysis using the SPSS.26 program, obtained R2 results which are shown in table 8 below:

Table 8. Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,827a	,684	,677	5.10689

Source: Data processing results

Based on the results of data analysis in table 8 above, it can be seen that the relationship between the independent variables and purchasing decisions (Y) is as follows: the correlation coefficient value (r) is 0.827, this value lies between 0.80-1.00 so that the level of relationship between the independent variable and purchasing decisions (Y) is interpreted as "Very Strong".

4.5. Analysis Determination

To calculate the contribution of variable X in influencing Y, researchers use the coefficient of determination formula, namely:

$$CD = r^2 \times 100 \%$$

Where:

CD = Coefficient of Determination

r = Correlation Coefficient,

The results of the determination analysis are as follows:

$$\begin{aligned} CD &= 0.827^2 \times 100 \% \\ &= 0.684 \times 100\% \\ &= 68.4\% \end{aligned}$$

This means that the size of the contribution Emotional Branding and Experiential Marketing variables on Chosik (Chocolate Sikka) Purchasing Decisions in Sikka Regency was 68.4% while 31.6% was influenced by other factors outside the research variables.

4.6. Discussion

The results of the research described previously, both with descriptive statistics and inferential statistics, then the results of this research will be linked to the theories that form the basis and the results of previous research, so the discussion of the research results is described as follows:

1) Influence Emotional Branding To Buying decision

According to Irawan (2009:83) Emotional is the most important factor that can influence customer satisfaction. There are various emotional factors when consumers make a purchase where they first receive a product, if the design matches the consumer's preferences or the color matches the consumer's favorite, then emotionally the consumer will immediately respond that the consumer wants to choose the product being offered.

The statistical test results show that the t value has a significant value of 0.000. The significance value is smaller than the alpha level used of 5% (0.05), $t_{count} > t_{table}$, $4.643 > 1.98$, then the decision is to accept the alternative hypothesis (Ha) and reject the null hypothesis (Ho), that partially the emotional branding variable (X1) has a significant effect on the purchasing decision variable (Y).

Emotional branding is a marketing strategy that focuses on building emotional connections between brands and consumers. These relationships are built through the use of emotions, values, and strong brand identity in marketing communications. This relationship is believed to influence consumer purchasing decisions. A strong emotional bond with a brand can encourage consumers to choose that brand when making purchasing decisions. This is especially true in purchasing decisions that involve personal or emotional values. In the context of purchasing decisions, emotional branding can be an important factor that influences how consumers choose products or services. Consumers tend to choose brands that are able to build strong emotional ties and are relevant to their values or personal identity.

The results of this research support previous research conducted by Ulfa in 2020 in research with the title The Influence of Emotional Branding on Purchasing Decisions of Kenangan Coffee Drinks. Where the research results show that variable Emotional Branding partially has a significant effect on purchasing decisions.

2) The Influence of Experiential Marketing on Purchasing Decisions

Schmitt in Novia (2012:3) Experiential Marketing is an approach to marketing that has actually been carried out from ancient times until now by marketers. This approach is considered very effective because in line with

developments in time and technology, marketers place more emphasis on product differentiation to differentiate their products from competitors' products.

The statistical test results show that the t value has a significant value of 0.227. The significance value is greater than the alpha level used of 5% (0.05), $t_{count} < t_{table}$, $1.216 < 1.98$, then the decision is to reject the alternative hypothesis (H_a) and accept the null hypothesis (H_0), that partially the experiential marketing variable (X_2) has no effect on the purchasing decision variable (Y).

The experience offered in experiential marketing is not always directly related to the product or service being marketed. Although consumers may feel engaged and impressed by the experience, its connection to the purchasing decision may not be immediately clear. Although consumers may feel happy or impressed with an experiential marketing experience, this does not necessarily increase their intention to purchase the product or service. Sometimes, these experiences are just short experiences that don't have a long-term impact on purchasing decisions.

The results of this research support previous research conducted by Anggraeni in 2019 in research with the title Experiential Marketing and Service Quality on Consumer Purchasing Decisions at Yellow Truck Coffee Bandung. Where the research results show that variable product quality partially has a significant effect on purchasing decisions.

3) The Influence of Emotional Branding and Experiential Marketing on Purchasing Decisions

According to Drumond (2003:68) purchasing decisions are identifying all possible options to solve the problem and assessing the options systematically and objectively as well as the targets that determine the advantages and disadvantages of each. Meanwhile, according to Schiffman and Kanuk (2010), a purchasing decision is a person's decision where he chooses one of several existing alternatives.

The statistical test results show that the Fcount value has a significant value of 0.000. The significance value is smaller than the alpha level used of 5% (0.05), $F_{count} > F_{table}$, $104.861 > 3.09$, then H_0 is rejected. It can be concluded that together the two independent variables, namely the emotional branding (X_1) and experiential marketing (X_2) variables have a significant effect on purchasing decisions (Y).

Emotional Branding is an approach to building emotional connections between brands and consumers. By creating a strong connection based on values, identity, or a compelling story, brands can inspire positive feelings, such as trust, happiness, or nostalgia. When consumers feel emotionally connected to a brand, they tend to have higher loyalty and are more likely to choose that brand over competitors. Experiential Marketing emphasizes the importance of creating memorable in-person experiences for consumers. By delivering unique, interactive and relevant experiences, brands can build deeper relationships with consumers. These experiences may include events, product demonstrations, or content designed to directly engage consumers. Through experiential marketing, brands can help consumers experience the value of a product or service directly, which can influence their purchasing decisions.

Research result This supports previous research conducted by Soenjaya, Meliana Putri in 2016 in research with the title The influence of experiential marketing, emotional branding and brand trust on purchase decisions through brand loyalty at Garuda Indonesia airline in Surabaya.. Where the research results show that variable Emotional Branding and Experiential Marketing simultaneously have a significant effect on purchasing decisions.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusion

Based on the results of the analysis that have been discussed, the conclusions from the results of this research are as follows:

- 1) The respondent's perception value for the emotional branding variable (X_1) is 73.825. Based on the percentage of maximum score achieved, it can be concluded that this variable is included in the "Good" category. The respondent's perception value for the experiential marketing variable (X_2) is 74.6. Based on the percentage of maximum score achieved, it can be concluded that this variable is included in the "Good" category. The respondent's perception value for the purchasing decision variable (Y) is 71.72. Based on the percentage of maximum score achieved, it can be concluded that this variable is included in the "Good" category.

- 2) The statistical test results show that the t value has a significant value of 0.000. The significance value is smaller than the alpha level used of 5% (0.05), $t_{count} > t_{table}$, $4.643 > 1.98$, then the decision is to accept the alternative hypothesis (H_a) and reject the null hypothesis (H_0), that partially the emotional branding variable (X_1) has a significant effect on the purchasing decision variable (Y). The statistical test results show that the t value has a significant value of 0.227. The significance value is greater than the alpha level used of 5% (0.05), $t_{count} < t_{table}$, $1.216 < 1.98$, then the decision is to reject the alternative hypothesis (H_a) and accept the null hypothesis (H_0), that partially the experiential marketing variable (X_2) has no effect on the purchasing decision variable (Y).
- 3) The statistical test results show that the Fcount value has a significant value of 0.000. The significance value is smaller than the alpha level used of 5% (0.05), $F_{count} > F_{table}$, $104.861 > 3.09$, then H_0 is rejected. It can be concluded that together the two independent variables, namely the emotional branding (X_1) and experiential marketing (X_2) variables have a significant effect on purchasing decisions (Y).
- 4) The size of the contribution Emotional Branding and Experiential Marketing variables on Chosik (Chocolate Sikka) Purchasing Decisions in Sikka Regency was 68.4% while 31.6% was influenced by other factors outside the research variables.

5.2. Suggestion

With regard to the discussion and conclusions above, the author will also provide several suggestions which are expected to provide benefits to the Chosik company, Sikka Regency. to increase purchases. The suggestions are:

- 1) From the results of the research, the Chosik Company had to create an interactive factory tour where consumers could see directly the process of making chocolate from cocoa beans to the finished product. Allow consumers to taste fresh chocolate at every stage
- 2) Chosik organizes thematic events such as chocolate festivals where consumers can enjoy music, art and other performances related to chocolate
- 3) Chosik can encourage consumers who have purchased Chosik to provide reviews or testimonials about their experiences, through UGC campaigns by offering incentives or prizes to participating consumers. With this UGC, it is hoped that consumers who have purchased Chosik can share their direct experiences with other consumers in purchasing the Chosik product. These positive reviews and testimonials can be published on social media, or other platforms that aim to create emotional connections with other consumers and strengthen trust in the brand in influencing purchasing decisions.
- 4) The Chosik company needs to maintain consistency in the design and branding of Chosik products across all marketing platforms. From product packaging to promotional materials, consistent design elements will help build a strong, recognizable brand image in the eyes of consumers.
- 5) Chosik must design a consumer experience that involves all the senses, such as the appetizing aroma of chocolate, the touch of attractive packaging, or a comfortable and pleasant store atmosphere so that consumers will repurchase the product in the future.
- 6) Chosik must utilize technology such as virtual reality or augmented reality to create a more immersive and interesting experience for consumers.
- 7) Chosik must conduct regular market research to understand evolving consumer preferences, trends and behavior.
- 8) The results of this research can be used as a reference for future researchers to develop research by considering other variables outside the variables in this research. In this way, the results are expected to reveal more problems and provide research findings that are more meaningful and useful for many parties.

5.3. Research Limitations

Any research carried out cannot be separated from limitations in preparation and direct research. The following are the limitations contained in this research:

- 1) The limitations of the research on the variables studied are emotional branding (X_1) and experiential marketing (X_2) and purchasing decisions. Meanwhile, there are many other variables that can be studied, such as satisfaction, service and others.
- 2) Limited research time (questionnaire distribution process) was carried out for a month.

REFERENCES

- Anggraeni, Dea, et al. The Influence of Experiential Marketing and Service Quality on Consumer Purchasing Decisions at Yellow Truck Coffee Bandung (Study of Yellow Truck Coffee Bandung Consumers Jalan Lingawastu. (2019). PhD Thesis. Library, Faculty of Economics and Business, Unpas Bandung.
- Asriati, D. W., Thamrin, I., Ariyanti, M., & Ardiansyah, A. (2020). Effect of Added Polyphenols on the Characteristics of Milk Chocolate Couverture and Analogues. *Journal of Plantation Products Industry*, 15(1), 83-96.
- Asriati, D. W., Wahyuni, W., Ramlah, S., Amalia, A. N., & Ristanti, E. Y. (2020). Characteristics of the Fat and Fatty Acid Content of Compound Chocolate Made from Vegetable Oil Oleogel and Cocoa Butter Substitute with Cocoa Fat Oleogator. *Indonesian Journal of Industrial Research*, 15(1), 74-82.
- Berry, L. L. (2000). Cultivating service brand equity. *Journal of the Academy of Marketing Science*, 28, 128-137.
- Dharmesta, B. S., & Handoko, T. H. (2012). *Marketing management consumer behavior analysis*, 1st edition. Publisher: BPFE, Yogyakarta.
- Gobe, Marc, (2005), *Emotional Branding: A New Paradigm for Connecting Brands with Customers*, Erlangga, Jakarta.
- Hamzah, A. (2007). Analysis of experiential marketing, emotional branding, and brand trust on Mentari brand loyalty. *Entrepreneur Journal*, 22-28.
- Irawan, H. (2010). *Principles of Customer Satisfaction*, Edition 11. PT Elex Media Computerindo: Jakarta.
- Irawan, N. (2009). *Marketing Strategy with SWOT analysis in CV Company*. Literacy Sky of Sleman Regency. Thesis. UNY. Yogyakarta.
- Keller, K.L. (2003). Brand Synthesis: The Multidimensionality of Consumer Knowledge. *Journal of Consumer Research* vol 29: 595–600
- Keller, K.L. (2003). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, 2d Ed. New Jersey: Prentice Hall.
- Kotler, P., & Armstrong, G. (2008). *Marketing principles* (Vol. 1, No. 2). Volume.
- Kotler, P., & Keller, K. L. (2009). *Marketing management*, 13th edition. Jakarta: Erlangga, 14.
- Kotler, P., Marketing, M., Volume, I., & II, P. (2005). Index.
- Kustini, N. I. (2011). Experiential marketing, emotional branding, and brand trust and their effect on loyalty Honda motorcycle products. *Journal of Economics, Business, & Accountancy Ventures*, 14(1).
- Levitt, Theodore at all. (2007). *Marketing Classics*. Yogyakarta: Amara Books
- Meyers-Levy, J., & Peracchio, L. A. (1996). Moderators of the impact of self-reference on persuasion. *Journal of consumer research*, 22(4), 408-423.
- Meylano, N. H., Respati, H., & Firdiansjah, A. (2020). The Effect of Confidence through Emotional Branding Honda Motorcycle Customer Satisfaction: A Case Study of Maumere, Indonesia. *International Journal of Advances in Scientific Research and Engineering*, 6(2), 113-118.
- Meylano, Nuncio H., et al. *Emotional Branding*. Edited by Winarni, Dwi, Eureka Media Aksara, (2024).
- Novia, V. (2012). The influence of experiential marketing on customer loyalty in Sundanese chef restaurant customers in Pekanbaru.
- Obon, Walter; Sugiono, Sugiono. Developing quality competitive strategies that have an impact on company performance (Study of Batu Putih Milling SMEs in Pati and Jepara Regencies). (2014). PhD Thesis. UNDIP: Faculty of Economics and Business.
- Padja, Kurniawan. (2008) *Experiential Marketing and Emotional Branding (EXEM) Factors Considered in Forming Consumer Loyalty at Cafe Kopi X DI Bogor*. Bogor University Management Journal (2008).
- Sikka Regency Regent Regulation Number 1 of 2017. Concerning the organization and work procedures of the Sikka Innovation Center technical implementation unit at the Planning and Research and Development Agency.
- Retno, Dewanti, Tjia Fie Chu & Wibisono. "The Influence Of Experiential Marketing, Emotional Branding, Brand Trust Towards Brand Loyalty". *Journal of Economics and Business*, Vol 2, No.2, November 1109-1117. (2011).
- Schiffman, L. G., Kanuk, L. L., & Kumar, S. R. (1951). *Consumer. Marketing*.
- Schmitt, B. (1999). Experiential marketing. *Journal of marketing management*, 15(1-3), 53-67.

- Soenjaya, Meliana Putri. The influence of experiential marketing, emotional branding and brand trust on purchase decisions through brand loyalty at Garuda Indonesia airline in Surabaya. (2016). PhD Thesis. Widya Mandala Catholic University Surabaya.
- Sugiyono, D. (2013). Educational research methods include quantitative, qualitative and R&D approaches.
- Syahputra, S., & Andjarwati, A. L. (2019). The Influence of Service Quality and Experiential Marketing on Intention to Revisit with Satisfaction as a Mediating Variable (Study of Visitors to the Kampung Coklat Blitar Educational Tour). Surabaya State University. *Journal of Management Science*, 7(1), 265-272.
- Tjiptono, F. (2022). *Service Management: Creating Excellent Service Edition 4*. Andi Publisher.
- Tonce, Y., Firdiansjah, A., & Darsono, J. T. (2020). The Effect of Price Perceptions and Product Quality on Interest and its Impact on Purchase Decision Fabric Glove Sikka Motive in Maumere. *International Journal of Advances in Scientific Research and Engineering*, 6(03), 144-149.
- Ulfa, Febi Aprilia. The Influence of Emotional Branding on Purchasing Decisions of Kenangan Coffee Drinks (Survey of Active Communication Science Students at Bakrie University Class of 2016). 2020. PhD Thesis. Bakrie University.
- Umar, H., & Jasa, M. R. P. K. (2003). Gramedia Pustaka Indonesia.