The Effect of Service Quality, Emotional Marketing and Brand Image on Satisfaction

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Article Info	Abstract
service quality, emotional marketing, brand image, customer satisfaction	This study aims to test the effect of service quality, emotional marketing and brand image on consumer satisfaction. This study used non-probability sampling and purposive sampling techniques as sampling techniques. Data collection in this study was through google forms and obtained as many as 138 respondents. The technical analysis used is multiple liner regression analysis. The results of this study show that the variables of service quality, emotional marketing and brand image have a positive and significant effect on consumer satisfaction, so it can be concluded that the better the quality of service, emotional marketing and brand image in the eyes of customers, the more satisfied consumers will be .

1. INTRODUCTION

The business world today is experiencing dynamic changes and developments due to the Covid-19 outbreak (Isyanto and Wijayanti, 2022). This change is marked by increasing competition in the business world , especially the courier industry in Indonesia which is growing very rapidly due to changes in people's behavior to shop online or through *e-commerce* . One of the challenges faced by goods delivery service providers are increasingly stringent due to the emergence online shopping or e - *commerce* along with increasing competitors impactful new _ on changes in distribution patterns, changes in handling processes, changes in facilities and equipment, changes in business processes, and changes in work networks (Saragih , et al . 2020).

Change This done provider service delivery In order to maintain business continuity in the midst of highly competitive business competition, a company must provide customer satisfaction. According to Beautiful and Suryoko (2020), increasing the intensity of competition and the number of competitors requires companies to always pay attention to the needs and desires of customers and try to meet customer expectations by providing more satisfying service than that of competitors . Customer satisfaction is a condition that is felt by customers after obtaining products and services, where the products and services obtained meet or exceed their expectations (Fahrudin, 2018: 13). Consumer satisfaction can be measured by the level of one's feelings after comparing (performance or results) that is felt compared to one's expectations (Kotler, 2013). According to Rakhmalina and Marsih (2021), currently many companies (including service companies) state that the purpose of the company concerned is to satisfy customers. Thus, only companies that are able to provide high customer satisfaction will be able to compete and survive to live and develop for the sake of the continuity of the company. For this reason, customer satisfaction can be influenced by several variables such as service quality, emotional marketing and brand image.

Service quality is one of the factors that determine customer satisfaction, especially for delivery service providers. Service quality can be defined as the level of difference between expectations and reality obtained by customers regarding service (Maesaroh, 2022). Service quality can be seen by comparing consumers to the services they actually receive or obtain with the services they actually expect from these services. If the service received or perceived is as expected, then the quality of service is perceived as good and satisfactory (Kotler, 2016). Several previous studies still

have research gaps which show that service quality variables have a positive effect on customer satisfaction. The results of previous research indicate that service quality has a positive effect on consumer satisfaction (Hindarsah, et al., 2021; Nisa et al., 2020; Isyanto, et al., 2022; Kusuma et al., 2021). Whereas in the results of previous studies there were differences indicating that service quality had a negative and insignificant effect on consumer satisfaction (Maimunah., 2019; Gunardi, et al., 2019).

To build sustainable relationships with consumers, delivery service companies must do a number of things so that customers remain loyal to the products or services that are in the company. One of them is by doing emotional marketing. Marketing emotional is the effort being made by company to create sustainable relationships with consumers, so that they feel valued and cared for, which in turn will make them loyal to the Kartajaya company (2012: 90) The importance of adding an emotional element to a marketing strategy can affect the psychology and emotions of consumers towards the products or services they obtain . Consumers who feel happy after receiving emotional marketing messages from service companies tend to be compelled to share that pleasure. Several previous studies still have research gaps showing that emotional marketing variables have a positive effect on consumer satisfaction. The results of previous research show that emotional marketing has a positive effect on consumer satisfaction (Hindarsah, et al., 2021; Nisa et al., 2020). Whereas on results study earlier there is the difference shows that emotional No significant to satisfaction consumers (Inkiriwang ., 2022).

Brand image is the perception that exists in the minds of current and future customers or potential customers about an organization's products or services (Durmaz, 2018). Brand image is an important thing that must be considered by service providers because brand image is an effective trigger in emotional marketing, especially in the *e-commerce era* , there are many competitors for delivery service providers who are competing fiercely to retain their customers. The consumer's positive brand image arises because of the belief that the products or services offered by service providers always provide consistent, honest and responsible quality so that they will influence consumer perceptions and expectations and ultimately affect consumer satisfaction. Several previous studies still have research gaps which show that brand image variables have a positive effect on consumer satisfaction. The results of previous research show that brand image has a positive effect on consumer satisfaction (Isyanto, et al., 2020; Kusuma, et al. 2021). Whereas in the results of previous studies there were differences indicating that brand image did not have a positive and significant effect on consumer satisfaction (Gunardi, et al., 2022).

Based on the description above, the hypothesis in this study is:

- H1: Service quality has a positive effect on customer satisfaction.
- H2: Emotional Marketing has a positive effect on
- H3: Brand Image positive effect on consumer satisfaction.

Formula problem in study This are :

1. is quality service influential to satisfaction consumer service shipping PT JNE Express Branch Semarang?
2. is marketing emotional influential to satisfaction consumer service shipping PT JNE Express Semarang Branch?
3. is image brand influential to satisfaction consumer service shipping PT JNE Express Semarang Branch?

2. LITERATURE REVIEW
2.1 Quality Service

Kotler and Armstrong (2017: 244) define service quality as a form of product consisting of activities, benefits and satisfactions offered for sale which are essentially intangible and do not result in any ownership. Meanwhile,Russiadi (2017) defines service quality as a company's ability to provide the

best and quality service when compared to its competitors.

In empirical research, Parasuraman et al. (1988) proposed 'SERVQUAL' which measures service quality based on dimensions namely, tangible, reliability, responsiveness, assurance and empathy. There are 22 indicators in the statement items that can be used to measure the quality of service in a company from each dimension, as follows (Parasuraman et al., 1985, 1988; Zeithaml et al., 1990): (1) Reliability (Reliability) : providing service as promised , reliance on handling customer service issues , performing service right the first time , providing service on time as promised and maintaining error-free records. (2) Responsiveness : providing information to customers when services will be carried out , prompt service to customers , willingness to help customers and readiness to respond to customer inquiries . (3) Assurance : employees who instill trust in customers , make customers feel safe in transactions , employees are consistently polite and employees who have the knowledge to answer customer questions. (4) Empathy : giving special attention to customers , employees care about customers , have the customer's best interests at heart , employees who understand the needs of their customers and comfortable working hours. (5) Tangibles (Physical Evidence) : modern equipment , visually appealing facilities , employees who look neat and professional as well as visually appealing material related to the service .

2.2 Marketing Emotional

According to Putra et al. (2021); Praditya, RA (2020) in Hindarsah , et al (2021) convey the definition of emotional marketing is a company's effort to build sustainable relationships with customers. Neiderhauser (2013) in Adela and Tecoalu (2017) defines emotional marketing as a marketing concept that in principle specializes in developing and supporting socio-emotional relationships with consumers in the market (this relationship is defined as the highest category of goals in consumer buying behavior which is achieved by the existence of a socio-emotional

relationship between two or more market players) .

According to Putra, et al (2021) and Praditya , RA (2020) in Hindarsah , et al (2021) emotional marketing variables are measured based on indicator from The three dimensions of emotional marketing are:

1. Equity . Dimensions equity formed by trust And appropriate brand _ need (Sihite et al, 2020; Supratman , et al ., 2021; Suprapti , et al., 2020). (2)

2. Experience
   Experience related with interaction customer to brand . Dimensions experience formed by product And service easy accessed , comfort And convenience (Sihite et al, 2020; Supratman , et al ., 2021; Suprapti , et al., 2020).

3. Energy
   Dimensions Energy formed by communication with employee Purwanto et al (2020); Suryani et al. (2020) .

2.3 Brand Image

According to Gray and Balmer in MT Balmer (2020) defines image brand formed on base attribution . First , the individual mental immediately , without effort , no awareness , fast And automatic . Second , where a individual own the required abilities And need motivation , image formed on base consideration significant cognitive _ from memory Work producing individual _ more mental attribution considered . According to Kotler and Keller in Santoso (2019), image brand is combination from whole (name , term , symbol , design etc.) intended to be able to recognize goods or service from seller so that different with goods or owned services _ by another competitor .

According to Aaker translated by Aris Ananda (2010: 10) in Paramitha, et al (2019) brand image indicators include: recognition (recognition) , reputation (reputation) , affinity (affinity) and domain .

2.4 Satisfaction Consumer

In Tjiptono (2020:19) satisfaction customer is feeling like or feeling disappointed

_ somebody after compare between perception with performance or results something product with his hopes . As described _ by Sunyoto (2019: 40) satisfaction consumer is Wrong One reason consumer For decide shop on something place certain . Consumers feel _ satisfied , he will buy return or give recommendation on candidate customer other .

According to Hawkins and Lonney in Tjiptono (2015: 101) indicators of customer satisfaction can be measured from several of them : conformity of expectations , interest in revisiting and willingness to recommend .

3. RESEARCH METHODS

The population in this study were users of PT JNE Express Semarang Branch shipping services . This study uses a non-probability sampling technique because the population in this study is not known for the exact number of members, and by using purposive sampling as a sampling technique. According to Sugiyono (2016: 85), purposive sampling is a sampling technique with certain considerations according to the criteria that must be met by the samples used in this study. The criteria used in sampling were that the respondent was at least 17 years old and had used the delivery service of PT JNE Express Semarang Branch at least three times. In this study using a Likert scale measurement with a score of 1-5.

This study uses quantitative data types. Quantitative data is the type of data presented in the form of numbers, such as data on the number of respondents and the results of questionnaire answers. The data source in this study uses primary data sources obtained from respondents who use PT. JNE Express Semarang Branch. Where in data collection, researchers will distribute questionnaires to each respondent. The technique used to collect data in this study is to use a questionnaire or a questionnaire through the Google Form.

The data analysis method used is through the help of the SPSS (Statistical Product and Service Solutions) Version 25 program which includes there is test analysis descriptive statistics . Instrument test consisting of validity test and reliability test. The validity test in this study used factor analysis and KMO, where each indicator in each question item was considered valid, if the loading factor value was > 0.04 and if the KMO value was > 0.50, the sample adequacy was fulfilled. Reliability Test, items are tested by looking at the Alpha-Cronbach value. The Alpha-Cronbach value of reliability in research can be seen from all items in one variable. If the alpha value is > 0.7 then the level of reliability is met (sufficient reliability), but if the alpha value is <0.5 then the reliability is low and the item should not be used.

This study uses multiple linear regression analysis techniques, in which multiple linear regression analysis is used to determine the influence of the independent variables, namely Service Quality (X1), Emotional Marketing (X2), Brand Image (X3) on the dependent variable, namely Consumer Satisfaction (Y) by using the equation model, below:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information :
Y = Satisfaction Consumer
α = Constant
β_1 = Coefficient regression variable X1
β_2 = Coefficient regression variable X2
β_3 = Coefficient regression variable X3
X1 = Quality of Service
X2 = Emotional Marketing
X3 = Brand Image
e = Standard error

The model feasibility test in this study has two stages, namely, simultaneous test (F test) and determination test (R^2). The F test is used to test the effect of the independent variables to variable bound And test determination (R^2) is used For measure how much Far deep modeling capabilities explained variation variable dependent (Ghozali , 2018: 97). F test in the calculation seen from the ANOVA table, if the significance value is more than 5% or (0.05) then the model is not feasible for further analysis whereas if the significance value is less than 5% or (0.05)

then the model is feasible for further analysis carry on. The determination test (R^2) can be seen in the coefficient of determination between zero or 1 (one). A small value (R2) means that the ability of the independent variables to explain the variation in the dependent variable is limited .

This study also uses a hypothesis test (t test). The t test is carried out using a significance value (α = 0.05) or 5%, if the significance is more than 5% or (0.05) then the hypothesis is rejected whereas if the significance value is less than 5% or (0.05) then the hypothesis acceptable (Ghozali & Imam, 2016).

4. RESULTS AND DISCUSSION
4.1 Respondent Descriptive Analysis Results
a. Description of Respondents by Gender

Table 4.2

Respondent Data Based on Gender

Information	Amount	Percentage (%)
Man	53	3 8,41
Woman	85	6 1.59
Amount	1 38	100

Source: Processed primary data, 2022

Table 4.2. shows that out of 1 38 respondents, the majority of respondents were female , namely 85 people with a percentage of 6 1.59 % . This indicates that the majority of women use the shipping services of PT JNE Express Semarang Branch to support their daily activities.

b. Description of Respondents Based on Respondent's Age

Table 4.3

Respondent Data Based on Age

Age	Amount	Percentage (%)
17 – 25 years	33	2 3,91
26 – 34 years	41	2 9 , 71
35 – 43 years	3 1	2 2 , 46
> 43 years	3 3	2 3 , 91
Amount	1 38	100

Source: Processed primary data, 2022

Table 4.3. shows that out of 1 38 respondents, the majority of respondents were aged between 26-34 years, namely 4 1 people with a percentage gain of 2 9.71%. This means that PT JNE Express Semarang Branch delivery service users are dominated by productive age respondents, where they use the delivery service to support their work.

c. Description of Respondents by Occupation

Table 4.4

Respondent Data Based on Occupation

Work	Amount	Percentage (%)
Student / Student	16	1 1.59
Private employees	2 6	1 8,84
PNS/TNI/Polri	3 1	2 2.46
Entrepreneur / Entrepreneur	41	2 9,71
Non ASN/Contract Labor	2 4	1 7,39
Amount	1 38	100

Source: Processed primary data, 2022

Table 4.4. shows that out of 1 38 respondents, most of them are respondents who work as entrepreneurs/entrepreneurs, namely as many as 41 people with a percentage gain of 29.71 % . This indicates that PT JNE Express Semarang Branch delivery service users are dominated by entrepreneurs/entrepreneurs who come to send their packages.

d. Description of Respondents Based on Income

Table 4. 5

Respondent Data Based on Income

Income	Amount	Percentage (%)
< Rp. 1,000,000	8	5.80
Rp. 1,000,000 - Rp. 3,000,000	71	5 1.45
Rp. 4,000,000 - Rp. 6,000,000	3 7	26,81
Rp. 7,000,000 - Rp. 10,000,000	17	1 2,32
> Rp. 10,000,000	5	3,62
Amount	1 38	100

Source: Processed primary data, 2022

Table 4. 5 . shows that out of 1 38 respondents, the majority are respondents who have an income of Rp. 1,000,000 - Rp. 3,000,000, namely as many as 71 people with a percentage gain of 5 1.45 % . This is because the income received by respondents every month is net income. Most respondents run small businesses but generate profits every month.

e. Description of Respondents Based on the Frequency of Using the Delivery Service of PT JNE Express Semarang Branch

Table 4. 6

Respondent Data Based on the Frequency of Using the Delivery Service of PT JNE Express Semarang Branch

Income	Amount	Percentage (%)
2 Time	49	35,51
3 – 6 Times	35	25,36
> 6 Times	54	39,13
Amount	1 38	100

Source: Processed primary data, 2022

Table 4. 6 . shows that out of 1 38 respondents, the majority are respondents who have used the shipping service of PT JNE Express Semarang Branch more than 6 times, namely 54 people with a percentage gain of 39.13 % . This indicates that the respondent feels comfortable using the shipping service of PT JNE Express Semarang Branch for the smooth running of their business.

4.2 Results of Variable Descriptive Analysis

Table 4.7

Variable Description

Variable	Indicator	Means	Median	Mode
Service Quality (X1)	X1.1	3.94	4.00	4
	X1.2	3.88	4.00	4
	X1.3	4.01	4.00	4
	X1.4	3.97	4.00	4
	X1.5	3.73	4.00	4
	X1.6	3.80	4.00	4
	X1.7	3.81	4.00	4
	X1.8	3.91	4.00	4
	X1.9	3.78	4.00	4
	X1.10	3.86	4.00	4
	X1.11	3.86	4.00	4
	X1.12	3.92	4.00	4
	X1.13	3.82	4.00	4
	X1.14	3.80	4.00	4
	X1.15	3.83	4.00	4
	X1.16	3.73	4.00	4
	X1.17	3.75	4.00	4
	X1.18	3.95	4.00	4
	X1.19	3.96	4.00	4
	X1.20	3.88	4.00	4
	X1.21	3.83	4.00	4
	X1.22	3.74	4.00	4
Service Quality		**3.85**	**4.00**	**4**
Emotional Marketing (X2)	X2.1	3.89	4.00	4
	X2.2	3.80	4.00	4
	X2.3	3.97	4.00	4
	X2.4	3.88	4.00	4
	X2.5	3.94	4.00	4
	X2.6	3.90	4.00	4
Emotional Marketing		**3.90**	**4.00**	**4**
Brand Image (X3)	X3.1	4,14	4.00	4
	X3.2	3.82	4.00	4
	X3.3	3.88	4.00	4
	X3.4	3.93	4.00	4
Brand Image		**3.94**	**4.00**	**4**
Consumer Satisfaction (Y)	Y. 1	3.88	4.00	4
	Y.2	3.91	4.00	4
	Y.3	3.83	4.00	4
Consumer Satisfaction		**3.87**	**4.00**	**4**

Based on table 4.7 above, it shows that the results of respondents' answers were measured using a Likert scale from 1-5 on the service quality variable (X1) showing an average value (*mean*) of 3.85 , emotional marketing variable (X2) of 3.90, The brand image variable is **3.94** and the consumer satisfaction variable shows an average value (mean) of 3.87, which means that respondents choosing to give statements tend to agree in

answering questions from the researcher's questionnaire. The median value for each variable in the table is 4.00 and for the mode value a result of 4 is obtained, which means that most of the respondents agree with the questions in the questionnaire put forward by the researcher.

a. Results Test Instrument
1) Validity test

Table 4.8
Validity Test Results

Variable	KMO	Indicator	Component Matrix (Loading Factor)	Information
Quality of Service (X1)	0.953	X1.1	0.844	Valid
		X1.2	0.848	Valid
		X1.3	0.854	Valid
		X1.4	0.794	Valid
		X1.5	0.806	Valid
		X1.6	0.763	Valid
		X1.7	0.815	Valid
		X1.8	0.851	Valid
		X1.9	0.876	Valid
		X1.10	0.862	Valid
		X1.11	0.832	Valid
		X1.12	0.857	Valid
		X1.13	0.877	Valid
		X1.14	0.869	Valid
		X1.15	0.897	Valid
		X1.16	0.868	Valid
		X1.17	0.861	Valid
		X1.18	0.861	Valid
		X1.19	0.862	Valid
		X1.20	0.870	Valid
		X1.21	0.788	Valid
		X1.22	0.832	Valid
Emotional Marketing (X2)	0.935	X2.1	0.928	Valid
		X2.2	0.919	Valid
		X2.3	0.924	Valid
		X2.4	0.942	Valid
		X2.5	0.886	Valid
		X2.6	0.914	Valid
Brand Image (X3)	0.832	X3.1	0.855	Valid
		X3.2	0.834	Valid
		X3.3	0.899	Valid
		X3.4	0.910	Valid
Consumer Satisfaction (Y)	0.748	Y. 1	0.931	Valid
		Y.2	0.947	Valid
		Y.3	0.912	Valid

Based on table 4.8. shows that the validity test results have a KMO value of > 0.5. This means that the adequacy of the sample in this study is fulfilled. Furthermore, for the values obtained from *the Component Matrix* (*Loading Factor*)> 0.4 . Thus, it can be concluded that all statement items in the indicators that measure the variables of service quality (X1), emotional marketing (X2), brand image (X3) and consumer satisfaction (Y) can be said to be **valid** .

2) Reliability Test
Table 4.9
Reliability Test Results

Variable	Cronbrach's Alpha	Criteria	Information
Service Quality (X1) Emotional Marketing (X2) Brand Image (X3) Consumer Satisfaction (Y)	0.9 81 0.9 63 0.898 _ 0.922 _	>0.7 >0.7 >0.7 >0.7	Reliable Reliable Reliable Reliable

From table 4.9 it can be seen that the results of the reliability test show that the value of cronbrach's alpha on all variables of service quality (X1), emotional marketing (X2), brand image (X3) and consumer satisfaction

(Y) shows a value greater than 0.7 so that it can be said that the measurement results using a questionnaire in this study were declared **reliable** .

b. Results Analysis Multiple Liner Regression

Table 4. 10
Results of Multiple Liner Regression Analysis

Model	Adjusted R Square	Te st F		TEST Q			Information
		F Count	Sig	Betas	count	Sig	
Effect of service quality on consumer satisfaction	0.828	221,598	0.000	0.042	2,829	0.0 05	H 1 Accepted
Emotional influence marketing on consumer satisfaction				0.167	2,707	0.008 _	H 2 Received _
The influence of brand image on consumer satisfaction				0.250	3,788	0.000	H 3 Accepted

The results of multiple linear regression analysis obtained the regression equation as follows:

$$Y = \alpha + 0.042 \, X_1 + 0.167 \, X_2 + 0.250 \, X_3 + e$$

c. Model Feasibility Test Results
1) Simultaneous Test (Test F)

Based on table 4.10, it can be seen that the results of the F test obtained a significance value (sig) of 0.000 <0.05, this means that the variables of service quality (X1), emotional marketing (X2) and brand image (X3) simultaneously (together) affect consumer satisfaction (Y).

2) Determination Coefficient Test (R ^{2})

The coefficient of determination in table 4.10 shows that the Adjusted R Square value is 0.828, which means that the variable service quality (X1), emotional marketing (X2) and brand image (X3) can explain the variable customer satisfaction of 82.8%. Meanwhile, the remaining 17.2 % was influenced by other factors that were not used as a model in this study.

d. Hypothesis testing
1) The Influence of Service Quality on Consumer Satisfaction

Based on table 4.10, a significance value of 0.005 is obtained. Because the significance is less than 0.05 (0.005 <0.05) and the coefficient of determination or Adjusted R Square shows a positive direction of 0.042, it can be said that service quality has a positive and significant effect on customer satisfaction. This shows that the better the quality of services provided, the customer satisfaction of PT JNE Express Semarang Branch will experience a significant increase. This can be seen in table 4.8, where the service quality indicator regarding consumers obtaining good and correct service the first time they use the delivery service of PT JNE Express Semarang Branch (X1.3) obtains the highest average (mean) value of 4.01, this means that many respondents who choose to give statements tend to agree in answering questions on the research questionnaire. The results of this study are supported by research conducted by Hindarsah, et al (2021) which shows that there is a positive and significant influence between service quality and customer satisfaction (Nisa, et al., 2020; Isyanto, et al., 2022; Kusuma et al ., 2021)

2) The Influence of Emotional Marketing on Consumer Satisfaction

Based on the results of the t test in table 4.10, a significance value of 0.008 is obtained. Because the significance is greater than 0.05 (0.008 > 0.05). The coefficient of determination or Adjusted R Square shows a positive direction of 0.167, so it can be said that emotional marketing has a positive and significant effect on consumer satisfaction. This shows that the better consumers are influenced by emotional marketing carried out by PT JNE Express Semarang Branch, the better the effect on consumer satisfaction will be . This can be seen in table 4.8, where emotional marketing indicators regarding products and delivery services at PT JNE Express Semarang Branch are easily accessible by customers (X2.3) obtained the highest average value (mean) of 3.97 , this means that many respondents who choose to give statements tend to agree in answering questions on the research questionnaire. These results are supported by research conducted by Hindarsah, et al (2021) which shows that emotional marketing variables have a positive and significant effect on customer satisfaction. These results are also in line with previous research conducted by Nisa and Sopingi (2020) which stated that there is a positive and significant influence between emotional marketing variables on customer satisfaction.

3) The Effect of Brand Image on Consumer Satisfaction

Based on the results of the t test in table 4.10 shows a significance value of 0.000. Because the significance is less than 0.05 (0.000 <0.05) and the coefficient determination or Adjusted R Square shows a positive direction of 0.250, it can be said that brand image has a positive and significant effect on consumer satisfaction. This means that the better the company's brand image in the eyes of consumers, the more satisfied consumers will be at PT JNE Express Semarang Branch, the more satisfied consumers will be. This can be seen in table 4.8, where the brand image

indicator about PT JNE Express Semarang Branch is a shipping service that is well known by the wider community (X3.1) obtained the highest average value (mean) of 4.14, this meaning that many respondents who choose to give statements tend to agree in answering questions on the research questionnaire. These results are supported by research conducted by Isyanto and Wijayanti (2022) brand image variables have a positive and significant effect on customer satisfaction. The test results are also in line with Kusuma and Marlena (2021) the brand image variable has a positive and significant effect on customer satisfaction.

5. CLOSING
5.1 Conclusion
1. Service quality has a positive and significant effect on customer satisfaction. This shows that the better the quality of services provided, the customer satisfaction will increase significantly.
2. Emotional marketing has a positive and significant effect on consumer satisfaction. This shows that the better the consumer is influenced by emotional marketing, the better the effect on consumer satisfaction will be.
3. Brand image affects consumer satisfaction. This shows that the better the company's brand image in the eyes of consumers, the consumer satisfaction will increase.

5.2 Suggestion
1. It is hoped that future research can add a measuring tool to the dependent variable, such as consumer loyalty because consumer satisfaction and customer loyalty have a close relationship. This relationship can be seen when consumers are faced with various kinds of products and services, thus making consumers able to easily choose the goods and services they want and if the consumer is satisfied, he will return to buy those goods and services in the future in other words loyalty as well . will increase.

2. It is hoped that future researchers will be able to make this research a replication using different objects in other service industries.

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