

The Influence of Micro-Emotions on Customer Loyalty: A Regression Analysis

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ABSTRACT

The aim of this study is to investigate the impact of product design conformity, promotional communication tone, and symbol usage on customer loyalty toward Head & Shoulders shampoo. Understanding these factors essential for companies operating highly competitive consumer markets, where building and sustaining customer loyalty a key success driver. This research employs a quantitative research design with an associative-descriptive approach. Data were collected through a structured questionnaire distributed to 100 respondents, selected using simple random sampling ensure equal representation of the target population. This Analysis examine the connections between the independent variables, multiple linear regression was used product design conformity, promotional communication tone, and symbol usage and the dependent variable customer loyalty. Validity and reliability tests confirmed that the instruments were appropriate, with Cronbach's Alpha readings that are higher above the permissible limit of 0.70. Classical assumption tests showed the data met the required conditions for regression analysis. The main outcomes revealed that product design conformity did not significantly impact the loyalty of customers. In contrast, promotional communication tone and symbol usage demonstrated significant positive effects. The overall With an R² value of 0.620, the regression model was statistically significant, suggesting that 62% of the variance in customer loyalty is elucidated by the independent factors. The study concludes that customer loyalty toward Head & Shoulders is strongly influenced by communication tone and symbol usage, while product design doesn't play a significant role. This highlights the importance for marketers to prioritize effective promotional communication and consistent symbolic branding strategies in order to strengthen customer loyalty.



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1. INTRODUCTION

Over the past few decades, the marketing landscape has undergone rapid transformation with the advancement of digital technology. The transition to digital platforms from traditional media has had a significant impact on how companies interact with consumers, not only in terms of faster and

broader communication, but also in terms of the psychological dynamics of consumers responding to marketing messages (Malarvizhi, Chinnasamy, 2022). In the fast-paced digital age, consumers' attention spans are limited; decisions are often made in seconds, even milliseconds, when exposed to advertisements or content on social media. It is in this context that the concept of micro-emotions emerged: subtle, brief emotional responses that can influence consumers' perceptions of a brand (Sakas, Damianos P., 2023).

Micro-emotions can be brief facial expressions displayed in an advertisement, the choice of certain colors that evoke a certain mood, the tone of communication in a marketing message, the use of emojis on social media, or even the intonation of voice in an audio-visual advertisement (Huang, Dan, 2021). Although small and often unnoticed by consumers, micro-emotions have the potential to create lasting impressions. For example, research in communication psychology shows that micro-emotions can evoke positive or negative associations with a brand through simple visual or verbal contact (Malarvizhi, Chinnasamy, 2022).

In an increasingly competitive business world, customer loyalty is one of the most important assets that every company wants to achieve and maintain (Williamson and Hassanli, 2020). Recurring business isn't the only way to show your commitment; it's also about sentimental ties, willingness to recommend, and resistance to competitors' offerings. Various studies have highlighted factors influencing loyalty, including customer satisfaction, product quality, perceived value, and brand trust (Tran and Strutton, 2020).

The emotional attachment felt by customers is related to product design, where the designs developed often do not match the expectations and desires of customers, so that customers always have less respect for the products offered, as a result the emotional condition of customers makes them switch to buying and using competitor products because the design is suitable, which becomes a whip for producers to develop competitive product designs that provide customer satisfaction, so that customers will continue to buy the product because of its attractive design (Huang, Dan, 2021).

In addition, the tone of communication in promotions and delivery of messages to customers regarding product information, as well as its features, and company symbols, where this situation will create a form of message that is captured by customers that the information about the product is true (Paluchová, Johana, 2019), so that customers will catch the tone of communication to attach the product information in the minds of consumers, so that it will make consumers confident that the product will be purchased and create customer loyalty (Berčík, Jakub, 2022).

Shampoo products are often promoted through advertisements, where customers will always buy the shampoo product if the design of the shampoo product and the contents of the shampoo are appropriate, the advertising message conveyed is in accordance with the design and contents expressed by the manufacturer, and the symbol of the company that produces the shampoo is known to consumers. However, some shampoo products do not make consumers want to use the product due to the inconsistency of the tone of the advertising communication with the product design information because the product design information conveyed is not what consumers want, and the symbol of the manufacturer that produces shampoo is still not known to consumers because many new manufacturers have not produced shampoo, where customers consider the logo and product design do not meet their expectations, so that the number of loyal customers from several shampoo product manufacturers has decreased significantly by 23.8% compared to other shampoo products whose sales have increased by 70-80 percent.

This situation is in accordance with research (Singh, Jaiteg, 2020) which explains that product design information, the tone of promotional communication delivered and the logo of the manufacturer producing the existing product must provide a strong explanation of the product's function, as well as whether the product's use is in accordance with its function or not, so that consumers are confident in continuing to buy the product and customer loyalty will be created.

This is the latest research, where this research describes the emergence of customer loyalty due to emotional factors, such as the condition of the product design, the tone of promotional communication or advertising delivered to consumers, as well as the logo or symbol of the company that produces the product. The object of this research is consumers who use the Head & Shoulders brand shampoo product, while this research (Ramazanov and Aldabergen, 2021) which explains that price and product quality factors have been proven to affect consumer loyalty in the retail business.

This study shows that consumers remain rational in considering loyalty, especially when quality and price meet expectations. The aim of this study is to understand and analyze the influence of product design conformity, promotional communication tone and symbols usage, both partially and jointly, on customer loyalty.

2. RESEARCH METHOD

This study is an associative descriptive research, namely a form several studies that describes certain phenomena or conditions as they are, without providing manipulation aimed at finding out the connection between two or more variables (Riswanto, A., 2020). The study's population was 67 million Head & Shoulders shampoo customers in Indonesia. The method of sampling used each every individual in the population is equally likely to be selected when using basic sampling at random. Selection was random without considering strata, groups, or specific characteristics (Luimula, Mika, 2022). The number of samples can be measured utilizing the Slovin formula, the results of which are as follows:

$$n = N / (1 + Ne^2) = 67.000.000 / (1 + 67.000.000 \times 0.1^2) = 99,99 = 100 \text{ people}$$

The sample size was 100 Head & Shoulders shampoo customers in Indonesia. Data collection techniques included observational studies, literature reviews, and questionnaires. Data analysis employed a mathematical technique called using multiple linear regression, the analysis of the impact from two a single from one or additional independent variables combined with a dependent variable (Muflih, 2021). The analysis of multiple linear regression data is preceded by validity and reliability tests and continued by multiple linear regression equation tests and hypothesis tests.

3. RESULTS AND DISCUSSIONS

RESULTS

Test of Validity and Reliability

Validity of Product Design Conformity

Table 1. Product Design Conformity Validity Value

| X1 (Question) | Corrected Total Item Correlations (R Value) | R-table value | Information |
|---------------|---|---------------|-------------|
| 1 | 0.730 | 0,199 | Valid |
| 2 | 0.475 | 0,199 | Valid |
| 3 | 0.552 | 0,199 | Valid |
| 4 | 0.615 | 0,199 | Valid |
| 5 | 0.730 | 0,199 | Valid |
| 6 | 0.708 | 0,199 | Valid |

Source: Analysis of SPSS, 2025

Based on the data's findings processing, It is evident that each product design conformity variable can be declared valid, where all respondent answer values through data processing results in the form of corrected item total correlation (CITC) values are higher than the R-table.

Worth Validity of Promotional Communication Tone

Table 2. Validity Value of Promotional Communication Tone

| QX2 | Corrected Total Item Correlations Value | R-table | Explain |
|-----|---|---------|---------|
| 1 | 0.429 | 0,199 | Valid |
| 2 | 0.499 | 0,199 | Valid |
| 3 | 0.665 | 0,199 | Valid |
| 4 | 0.532 | 0,199 | Valid |
| 5 | 0.934 | 0,199 | Valid |
| 6 | 0.612 | 0,199 | Valid |

Source: Output from SPSS, 2025

From the processed data using the previously mentioned table, it can be said the data distribution of the existing promotional communication tone variable is valid and suitable for use, where all calculated The corrected item total correlation, or R values, exceeds the R table ($200-3-1 = 96$, the value is 0.199).

Validity Test Symbols Usage

Table 3. Validity of Symbols Usage

| QX2 | R Value | R-table | Explain |
|-----|---------|---------|---------|
| 1 | 0.591 | 0,199 | Valid |
| 2 | 0.820 | 0,199 | Valid |
| 3 | 0.688 | 0,199 | Valid |
| 4 | 0.460 | 0,199 | Valid |
| 5 | 0.806 | 0,199 | Valid |
| 6 | 0.677 | 0,199 | Valid |

Source : Value of Analysis from SPSS, 2025

The R value of the symbols usage variable is greater than the calculated R value (corrected item total correlation). This situation indicates that the data distribution of this variable has been declared appropriate and valid.

Performance Auditor Consumer Loyalty

Table 4. Consumer Loyalty Validity Value

| QX2 | R Value | Table of R | Explain |
|-----|---------|------------|---------|
| 1 | 0.605 | 0,199 | Valid |
| 2 | 0.576 | 0,199 | Valid |
| 3 | 0.677 | 0,199 | Valid |
| 4 | 0.616 | 0,199 | Valid |
| 5 | 0.790 | 0,199 | Valid |
| 6 | 0.605 | 0,199 | Valid |
| 7 | 0.781 | 0,199 | Valid |

Source : Data from SPSS, 2025

Data spread that is valid for the variable consumer loyalty, if the table displays a R value higher than the value of R

Test of Dependability

Table 5. Reliability Analysis

| Variable | Value of Cronbach Alpha | N | Explain |
|--|-------------------------|------------|----------|
| Product Design Conformity (X_1) | 0,790 | 6 Question | Reliabel |
| Promotional Communication Tone (X_2) | 0,870 | 6 Question | Reliabel |
| Symbols Usa (X_3) | 0,745 | 6 Question | Reliabel |
| Loyalty of Consumer (Y) | 0,795 | 7 Question | Reliabel |

Source: Data Analyze of SPSS, 2025

The distribution of data from several variables according to the existing table is relevant and reliable, where data reliability is regarded as good if the value of Cronbach's Alpha exceeds 0.70.

**Classic Assumption of Test
Normalitas Probability Plot Test**

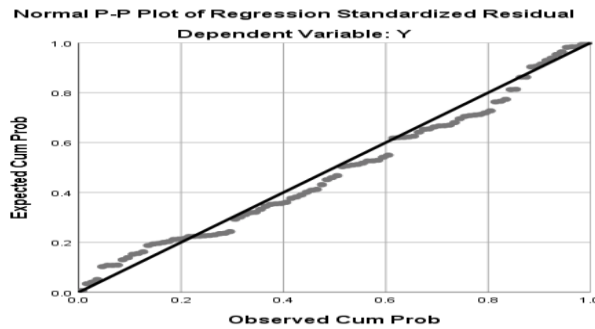


Figure 1. Classic Assumption
Source: Data form Proced SPSS, 2025

The probability plot output shows that the data is spread along a diagonal line, indicating a normal distribution. This means that the regression is permitted since the normalcy assumption is satisfied to proceed.

Multikolinearity of Test

Table 7. Test of Multikolearity
Coefficients^a

| Model | | Non-standard Coefficients | | Non-standard Coefficients | | | Statistics on Collinearity | |
|-------|------------|---------------------------|----------------|---------------------------|--------|------|----------------------------|-------|
| | | B | Standard Error | Beta | t | Sig. | Tolerance | VIF |
| 1 | (Constant) | 27.251 | 4.130 | | 6.599 | .000 | | |
| | X1 | -.138 | .115 | -.122 | -1.195 | .235 | .986 | 1.115 |
| | X2 | 2.018 | .710 | .317 | 3.167 | .008 | .997 | 1.103 |
| | X3 | 3.051 | .908 | .575 | 7.565 | .004 | .984 | 1.216 |

a. Y, For Dependent Variable: Y
Source: Proced Information from SPSS, 2025

Judging from the data processing results table, each independent variable's VIF is less than ten and the tolerance value exceeds 0.10. This indicates that all test assumptions have met the requirements, so that the independent variables do not exhibit multicollinearity.

Heteroskedaticity Value of Test

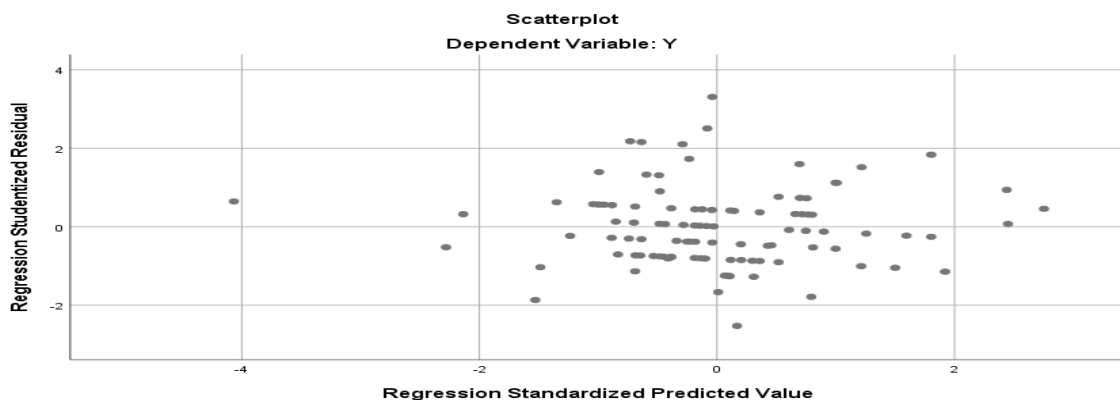


Figure 1. Heteroskedaticity of Test
Source: From SPSS Value, 2025

From the scatterplot output, there is no specific pattern to the spots; they are dispersed at random, resulting in no heteroscedasticity between the regression equations of each existing variable.

Equation Test for Multiple Linear Regression

Table 8. Linear Multiple Equation Coefficients^a

| Model | | Non-standard Coefficients | | Non-standard Coefficients | | Statistics on Collinearity | | |
|-------|------------|---------------------------|------------|---------------------------|--------|----------------------------|-----------|-------|
| | | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
| 1 | (Constant) | 27.251 | 4.130 | | 6.599 | .000 | | |
| | X1 | -.138 | .115 | -.122 | -1.195 | .235 | .986 | 1.115 |
| | X2 | 2.018 | .710 | .317 | 3.167 | .008 | .997 | 1.103 |
| | X3 | 3.051 | .908 | .575 | 7.565 | .004 | .984 | 1.216 |

a. Dependent Variable: Y
Source : Analisis SPSS, 2025

From the existing table, the equation for multiple linear regression is:

$$Y = 27.251 - 0.138X_1 + 2.018X_2 + 3.051X_3$$

From this equation has the following explanation:

1. Constant (27.251), where if all independent variables = 0, then the customer loyalty value (Y) will increase by 27.25%
2. X1 (Product Design Conformity) has a -0.138 as coefficient value. This indicates that the better the product design, the greater the decrease in customer loyalty by 0.14%.
3. X2 (Promotional Communication Tone) creates a coefficient value of 2.018. this implies that the more effective the tone of promotional message, the higher the existing consumer loyalty by 2.02%.
4. X3 (Symbols Usage) has a coefficient value of 3.051. This means that symbol use has a big and favorable impact on customer loyalty, at 3.05%.

Test From Hipotesis

t Test (Partial)

Partial hypothesis testing (t-test) can be seen in the data processing results in the table that follows:

Table 9 t-Test Coefficients^a

| Model | | Non-standard Coefficients | | Non-standard Coefficients | | Statistics on Collinearity | | |
|-------|------------|---------------------------|------------|---------------------------|--------|----------------------------|-----------|-------|
| | | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
| 1 | (Constant) | 27.251 | 4.130 | | 6.599 | .000 | | |
| | X1 | -.138 | .115 | -.122 | -1.195 | .235 | .986 | 1.115 |
| | X2 | 2.018 | .710 | .317 | 3.167 | .008 | .997 | 1.103 |
| | X3 | 3.051 | .908 | .575 | 7.565 | .004 | .984 | 1.216 |

a. Y is Dependent Variable
Source: SPSS Data Analysis, 2025

Considering the data processing outcomes mentioned about, the following explanation may be made:

1. t-test (t-count) for the product design suitability variable is -1.195, which is below the the value of the t-table of 1.661, and 0.235 is a significant value that is higher than 0.05. This implies that product design conformity is not significantly impacted by customer loyalty. Changes in product are not strong enough to influence loyalty.
2. The promotional communication tone has a major favorable impact on client loyalty. The more appropriate and engaging the tone of promotional communication used, the higher the level of consumer loyalty. The outcomes of the data processing show this, where the calculated t-count

from 3.167 is exceeded by the t-table value from 1.661, and 0.008 is a significance value below 0.05.

3. Results of the partial test of the symbol usage variable through existing data processing, where the t-value from 7.565 is exceeded by the t-table value (1.661) and The importance of 0.004 is less to 0.05, the symbols usage has a significant and most dominant effect to customer loyalty. Consistent and meaningful symbols (logos, icons, colors, emojis) can strengthen emotional relationships with consumers, thereby encouraging loyalty.

Test of F

Table 10. Test of F Value

| | | ANOVA ^a | | | | |
|-------|------------|--------------------|----|--------------------|-------|-------------------|
| Model | | The sum of squares | df | The Mean of Square | F | Sig. |
| 1 | Regression | 11.832 | 3 | 3.944 | 8.661 | .002 ^b |
| | Residual | 573.158 | 96 | 5.970 | | |
| | Total | 584.900 | 99 | | | |

a. Y is the dependent variable

b. X3, X2, X1 are Predictors: (Constant)

Source: SPSS of Count, 2025

The F-table value of 2.14 is less than the computed F-value of 8.661, the sig. value of 0.002 is less than 0.05, meaning that the variables of product design conformity (X1), promotional communication tones (X2) and symbols usage (X3) concurrently significantly affect the loyalty of customers (Y).

Determinant Coefficient Test

Table 11. Test of R²
Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | Change Statistics | | | Sig. F Change | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|-----------------|-------------------|-----|-----|---------------|---------------|
| | | | | | | F | df1 | df2 | | |
| 1 | .522 ^a | .620 | .610 | 2.44344 | .620 | 8.661 | 3 | 96 | .578 | 2.139 |

a. Y is Dependent Variable

b. X3, X2, X1 are Predictors (Constant)

Source: From SPSS 25, 2025

0.610 is the Adjusted R Square value, where 61% of the variation in customer loyalty can be explained by the product design conformity, promotional communication tones, and the symbols usage. The remaining 39% is affected by variables not included in the regression equation model.

DISCUSSION

Product Design Conformity Influences Customer Loyalty

Considering the outcomes of the current data processing, the product design conformity variable does not significantly impact the loyalty of customers, where the t-count is -1.195 which is less than the 1.661 t-table, and the 0.235 significance value is higher than 0.05. This is in accordance with research (Desmet, Pieter M.A., 2023) which explains that customers are willing to continue buying certain products not only because of emotional conditions due to inappropriate product designs, but also because of product price factors that do not match the income conditions of consumers.

Promotional Communication Tones Influences Customer Loyalty

According to the research results, the promotional communication tone variable has a major impact on client loyalty. The evident from data processing results, where the calculated the t-table value of 1.661 is lower than the t-value of 3.167, and the importance of 0.008 is less to 0.05. This situation isn't in accordance with the research (Kotera, Yasuhiro, 2021) which explains that to create loyal consumers, it is not always influenced by a persuasive, friendly and consistent communication tone

that can foster emotional closeness with consumers when conducting promotions, but rather the delivery of promotional sentences related to products and prices that will arouse consumers' desire to buy certain products.

Symbols Usage Influences Customer Loyalty

Through the research that has been described, the outcomes of computed t-value of 7.565 is higher than the t-table value (1.661) and the relevance value to 0.004 is below 0.05, meaning that the application of symbols significantly improves client loyalty. This circumstance is consistent with research (Rungruangjit, Warinrumpai, 2024) which states that the right symbol is able to create a strong brand identity and build emotional associations, so that consumers can more easily remember, recognize, and feel connected to the brand.

Product Design Suitability, Promotional Communication Tone and Symbol Usage Affect Customer Loyalty

The variables of product design suitability, promotional communication tone, and symbol usage significantly impact the loyalty of customers, which can be found based on the F-test data processing outcomes, where the value of F-count = 8.661 exceeds that of F-table 2.14, the significance level of 0.002 is below 0.05. This situation is in accordance with the research (Sakas, Damianos P., 2023) which states that although product design does not have a partial influence, when combined with promotional communication tones and symbols usage, product design still contributes to explaining variations in loyalty of customer.

4. CONCLUSION

Considering the findings of current research, the conclusion that emerged in this study is that partially only the promotional communication tones and symbols usage significantly impact the loyalty of customers to Head & Shoulder products in Indonesia, while simultaneously the product design conformity, promotional communication tone and symbols usage significantly impact the loyalty of customers to Head & Shoulder products in Indonesia. From this research, there are several things that can be input for Head & Shoulder shampoo producers, namely that shampoo producers should focus on promotional communications by strengthening the tone of communication that is friendly, persuasive, and in accordance with the character of the target market, both in digital and traditional media, and maintain the consistency of the logo, the distinctive blue-white colors, and other visual icons. Companies can also expand their creative use of digital symbols (emojis, interactive icons) on social media to strengthen engagement. Future research should include other research variables such as price, product quality, customer satisfaction, and brand trust to provide a more comprehensive picture of consumer loyalty.

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