

IMPACT EMOTIONAL BRANDING TO SATISFACTION CONSUMER MEDIATED BY G2G PRODUCT PURCHASE DECISIONS OF GEN Z CONSUMERS IN PALU CITY

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Abstract

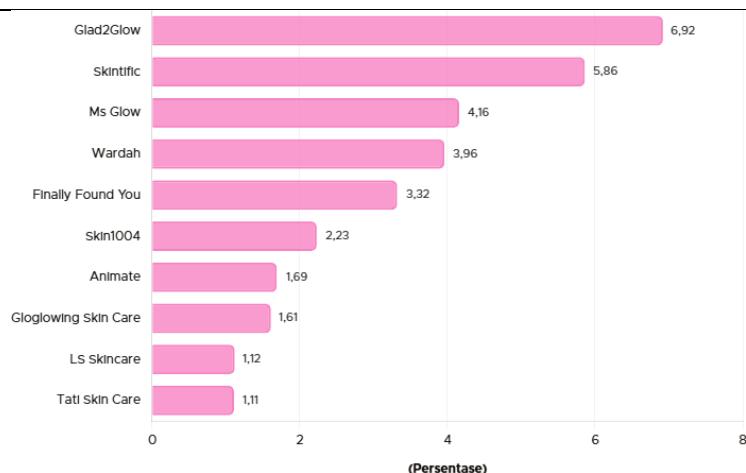
The increasingly competitive development of the cosmetics industry in Indonesia is encouraging companies to build relationships emotional with consumer through strategy Emotional Branding. Study This aim analyzing the influence Emotional Branding to satisfaction consumer with decision purchase as variables This study aims to examine the mediation of G2G product use among Generation Z consumers in Palu City. The study used a quantitative approach with a causal descriptive design. The research sample consisted of 105 respondents selected using a purposive sampling technique. sampling. Data collected through questionnaire scale Likert And analyzed use Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 4.0. The results of the study indicate that Emotional Branding has a positive and significant effect on purchasing decisions and consumer satisfaction. Purchasing decisions also have a positive and significant effect on consumer satisfaction and are proven to partially mediate the effect of Emotional Branding on consumer satisfaction. These findings indicate that the success of an Emotional Branding strategy is not only able to increase consumer satisfaction directly, but also through purchasing decisions. Therefore, G2G needs to strengthen emotion-based marketing strategies that are in accordance with the characteristics of Generation Z to encourage purchasing decisions and increase consumer satisfaction sustainably.

Keyword: Emotional Branding, Generation Z, Satisfaction Consumer, Decision Purchase, Product G2G

INTRODUCTION

In the era of digital marketing, the decision to purchase a product is no longer solely determined by the function of the product itself, but also by the emotional factors and artistic value attached to it. to him. Consumer, specifically Generation Z, tend consider aspect emotional which reflects personal identity And welfare personal in process purchase they (DSG Consumer Partners et al ., 2025). This phenomenon gave birth to a marketing approach known as Emotional Branding , which is a strategy which focuses on creating an emotional connection between consumers and brands through feelings and experiences, in order to build long-term relationships that go beyond the functional attributes of the product (Kim & Sullivan, 2019).

The urgency of this study becomes even more apparent given the rapid growth of the cosmetics industry in Indonesia, characterized by intense competition between brands, both local and global. GoodStats (2026) data shows that Glad2Glow (G2G) ranked first as the best-selling beauty package brand on Shopee Indonesia in the first quarter of 2026, with a 6.92% market share, surpassing several brands that previously dominated the market (Figure 1).



Picture 1. 10 Brand Package Beauty Best Seller in Shopee Based on Share Market (Quarter I 2026)

Achievements This indicates that success G2G No solely influenced attribute product functionality, but is thought to be closely related to the application of Emotional Branding which is able to drive purchasing decisions and ultimately influence consumer satisfaction, especially among Generation Z (born 1997–2012) who are known as digital natives and are more critical and easily influenced by social media trends (Dimock, 2019).

The rationale for this research is supported by several previous empirical studies. Siahaya et al . (2025) found that emotional value positively influences Gen Z consumer satisfaction in Surabaya. Fitria and Harahap (2024) demonstrated that emotional branding influences purchase intention for the Dove beauty brand. Meanwhile, Kumontoy et al . (2023) demonstrated that emotional branding significantly influences purchasing decisions for MS Glow cosmetic products. even though Not yet test impact continuation to satisfaction consumer. Findings This consistently confirm that Emotional Branding plays a role in purchasing decisions and consumer satisfaction, but there has been no research that simultaneously tests the role of purchasing decisions. as variables mediation in connection between Emotional Branding And satisfaction consumers, especially Generation Z consumers who use G2G products in Palu City.

Based on the analysis of the situation, this research activity aims to find out and analyze: (1) Influence Emotional Branding to decision purchase product G2G on Generation Z in Palu City; (2) The influence of purchasing decisions on consumer satisfaction of G2G products on Generation Z in Palu City; (3) The influence of emotional branding on consumer satisfaction of G2G products on Generation Z in the city Hammer; as well as (4) Emotional Influence Branding to satisfaction consumer mediated by purchasing decisions on G2G products among Generation Z in Palu City.

As plan solution problem, study This designed use approach quantitatively by distributing questionnaires to Generation Z consumers who use G2G products in Palu City, then the data was analyzed to test the direct and indirect effects between variables through the test mediation. Through approach This, study expected can give proof empirical about The role of Emotional Branding in shaping consumer satisfaction through purchasing decisions, while providing academic contributions to the development of consumer behavior studies and practical contributions for cosmetic business actors in designing more effective emotion-based marketing strategies.

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Emotional Branding

According to Gobe (2010), Emotional Branding is an approach that connects products with consumers emotionally, going beyond simply fulfilling material needs. This concept is operationalized through four dimensions relationship, sensory experience, imagination, And vision Which

collectively explains how a brand builds psychological attachments with its consumers. This concept is relevant to the views of Kotler et al . (2022) that The value of a brand no longer rests on functional attributes, but on the experiences and emotional connections it creates.

Decision Purchase

According to Schiffman And Wisenblit (2022), decision purchase is results process solution to problem Which involving aspect cognitive And affective, as well as through stages introduction problem, information search, evaluation of alternatives, purchasing action, to post-purchase evaluation. Solomon and Russell (2024) add that decision purchase is part from process behavior consumer which includes the activities of selecting, purchasing, using, and evaluating products to meet needs and desires.

Satisfaction Consumer

Oliver (2015), defines consumer satisfaction as the result of consumer evaluation after comparing performance product or service with hope Which owned. Satisfaction happen when product performance fulfil or beyond hope, whereas if performance is at in lower hope, consumers will feel dissatisfied. Zeithaml et al . (2023) strengthen this view by stating that satisfaction consumer is evaluation comprehensive to as far as where performance product fulfil or exceeding expectations, while reflecting customer experiences that shape long-term relationships with the company.

Study Previously

Several studies have examined the relationship between emotional branding , purchasing decisions, and consumer satisfaction, although with varying scope and depth. Kumontoy et al . (2023) and Muthiah and Setiawan (2019) showed that emotional branding influences purchasing decisions. purchase on product cosmetics MS Glow And Wardah; strength second studies This located in a similar industrial context to this study, but both stopped at the purchase decision without exploring its subsequent impact on consumer satisfaction. Fitria and Harahap (2024) expanded on these findings by demonstrating the influence of Emotional Branding on purchase intention for the Dove brand, but this study still stopped at the intention stage, not the actual decision or post-purchase satisfaction.

In side other, Alika et al . (2025) as well as Ramadan And Samsudin (2023) prove that Emotional Branding has a direct influence on consumer satisfaction with skincare products , However second study the No put decision purchase as variables mediation in the model Which tested. Temporary That, Tirtayasa et al . (2021) as well as Hartanto (2022) contribute important by showing that decision purchase can play a role as variables mediation to customer satisfaction, although variables predictor mainly No Emotional Branding , but quality products, trust, And image brand. Strength studies mediation This located on design model Which more complex, but his weaknesses is Not yet implemented on context Emotional Branding in a way specific. In overall, study library show that Emotional Branding has proven influential Good to decision purchase and satisfaction consumer in a way separated on various study previously. However thus, Not yet found study Which in a way simultaneous testing role decision purchase as variables mediation in connection between Emotional Branding and consumer satisfaction, especially in the context of local cosmetic products such as G2G and in consumer segments Generation Z in City Hammer. The gap here it is Which become base significance And contribution

study this, which furthermore formulated to in the following hypothesis :

1. Emotional Branding influences G2G product purchasing decisions among Generation Z in Palu City.
2. Purchasing decisions influence consumer satisfaction of G2G products among Generation Z in Palu City.

3. Emotional Branding influences consumer satisfaction of G2G products among Generation Z in Palu City.
4. Emotional Branding influential to satisfaction consumer Which mediated by G2G product purchasing decisions among Generation Z in Palu City.

METHOD

This study uses a quantitative approach with a causal descriptive design to describe the conditions of Emotional Branding , purchasing decisions, and consumer satisfaction, while also analyzing influence Emotional Branding against decision purchase And satisfaction consumer, both directly and indirectly. The study was conducted in Palu City on G2G cosmetic product consumers from Generation Z, with the study period being June–July 2026.

Population study is all over consumer product G2G Generation Z in City Hammer Which the amount is not known in a way Certain. Sample determined use approach nonprobability sampling with purposive sampling technique, referring to the rule of five respondents per questionnaire item (Hair et al ., 2021). With 21 items statement, so amount sample Which used is 105 respondents, with the following criteria: (1) aged 17–29 year, (2) domiciled in City Hammer, And (3) Once buy And using G2G products.

Data collected through questionnaire online Which arranged based on scale Likert five points, from Strongly Disagree (score 1) to Strongly Agree (score 5), as presented in Table 1. Primary data was obtained directly from respondents, while secondary data came from books, articles, and previous research relevant to the research topic.

Table 1. Scoring Likert Scale

No	Choice Answer	Score
1	Very Agree (SS)	5
2	Agree (S)	4
3	Doubtful (RR)	3
4	No Agree (TS)	2
5	Very No Agree (STS)	1

Prior to use, the research instrument was piloted on 30 respondents who used Skintific products to assess validity and reliability. An item was declared valid if the correlation value of the item score against the score total ≥ 0.3 (Sugiyono, 2022), And construct stated reliable if mark Cronbach's Alpha ≥ 0.70 (Hair et al ., 2022).

Data analysis was conducted in two stages: descriptive analysis and inferential analysis using the Partial Least Squares (PLS) approach with the help of SmartPLS software version 4.0. Descriptive analysis was used to describe the characteristics of respondents and the tendency of responses to each variable.

Evaluation of the measurement model (outer model) includes a convergent validity test (outer loading value > 0.60 - 0.70 and Average Variance Extracted ≥ 0.50) and discriminant validity by looking at the HTMT value (<0.85) and the Fornell–Larcker method, as well as reliability testing through Composite Reliability and Cronbach's Alpha (>0.70). Evaluation of the structural model (inner model) uses the coefficient of determination (R^2) to measure the ability of exogenous variables to explain endogenous variables.

Hypothesis testing was carried out using the bootstrapping technique, where the hypothesis was declared significant if the t-statistic value was > 1.96 and the p-value was < 0.05 (Hair et al ., 2022).

RESULTS AND DISCUSSION

Characteristics Respondents And Analysis Descriptive

The characteristics of the 105 respondents in this study are summarized in Table 1. The respondent profile is dominated by by Woman age productive status students with income or Money pocket

The lower-middle class indicates that G2G consumers in Palu City are mostly Generation Z who still rely on pocket money, so their purchasing decisions tend to be sensitive to price at a time easily affected by content visual and trend in media social. TikTok Domination as source information mainly confirms that point of contact beginning between brand and consumer engagement occurs through exposure to digital content, rather than direct experience with the product, making social media-based emotional branding strategies highly relevant for this group. dominant respondents which have used product during 3–6 months with frequency purchase 2–4 times show existence pattern purchase repeat, which indicates has formation initial attachment and trust in G2G brands before being further confirmed through satisfaction analysis and purchasing decisions. The dominance of purchases in the moisturizer and cushion categories also reflects that need maintenance skin base daily become door enter main Generation Z in getting to know and trying G2G products.

Although the majority of respondents in this study were female, 11 male respondents (10.5%) also completed the questionnaire. This inclusion of male respondents occurred because the sampling criteria in this study did not limit gender, but only required range age 17–29 years, domiciled in City Hammer, as well as once buy and using G2G products, without requiring a specific gender. The participation of male respondents is also in line with characteristics product G2G which dominated category maintenance skin base like moisturizer, which is unisex and can be used by consumers of all genders, so that male consumers also have the opportunity to become users of this product, especially with the growing trend of skincare routines among Generation Z men through social media. Thus, the presence of male respondents in sample study this participate enrich representativeness data to population G2G consumers in Palu City as a whole, although the majority proportion still comes from female consumers in accordance with the characteristics of the beauty product market in general.

Table 2. Characteristics Respondents (n = 105)

Characteristics	Category	n	%
Type Sex	Woman	94	89.5
	Man	11	10.5
Age	17–20 year	39	37.1
	21–24 year	61	58.1
	25–29 year	5	4.8
Work	Students	90	85.7
	No Work	6	5.7
	Businessman	5	4.8
	Employee Private/PNS	4	3.9
Income/Money Pocket	< Rp. 500,000	31	29.5
	Rp500,000–Rp1,000,000	43	41.0
	Rp1,000,000–Rp2,000,000	19	18.1
	Rp2,000,000–Rp3,000,000	12	11.4
Long Use Product	< 3 months	36	34.3
	3–6 months	44	41.9
	7–12 months	15	14.3
	> 1 year	10	9.5

Frequency Purchase	1 time	19	18.1
	2–4 times	50	47.6
	5–7 times	23	21.9
	> 7 times	13	12.4
Source Information	TikTok	51	48.6
	Instagram	24	22.9
	Friends/Family	18	17.1
	Marketplace	12	11.4
Product Which widely purchased	Moisturizing	38	41.9
	Cushion	44	36.2

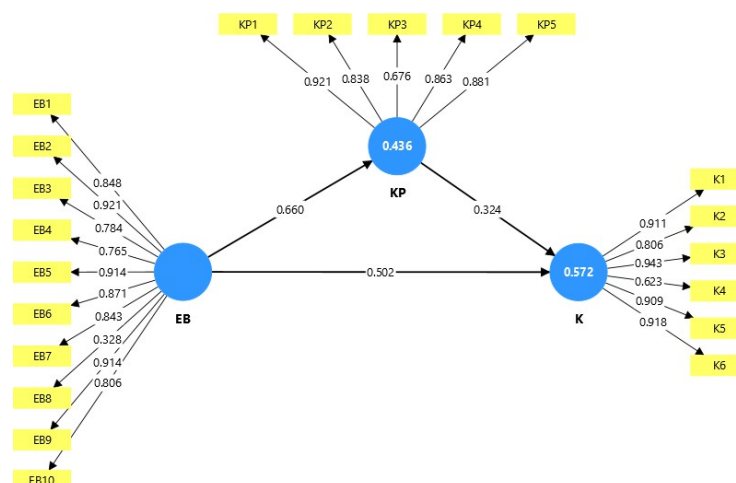
The descriptive analysis of 105 respondents showed that all three research variables had positive ratings. The average score for Emotional Branding was 3.821, Consumer Satisfaction was 3.813, and Purchase Decision was 3.693, indicating a tendency for respondents to agree.

On Emotional Branding, EB7 own mean highest (4,019), whereas EB2 lowest (3.448) and has the largest standard deviation (1.434). EB8 has a mean of 3.905 with the lowest standard deviation (0.353), but own excess kurtosis 5,169 And skewness -1,492. Findings This in line with results outer model, where EB8 has an outer loading of 0.328 so it is eliminated.

In Consumer Satisfaction, K4 has the highest mean (4.324), while K3 has the lowest (3.410). In Purchasing Decision, KP5 has the highest mean (4.095) and KP1 has the lowest (3.400). Most indicators have negative skewness indicating a tendency for answers to have high scores. Overall, these results indicate that G2G Generation Z consumers in Palu City have a tendency to have positive perceptions towards Emotional Branding, Consumer Satisfaction, and Purchasing Decisions.

Evaluation Model Measurement (Outer Model)

Evaluation model measurement done For test validity And reliability indicator through convergent validity, discriminant validity, and construct reliability. The structural model resulting from the PLS Algorithm is shown in Figure 1.



Picture 2. Model Structural (Inner Model) Results PLS Algorithm

The results of the outer loading test show that all indicators have values above 0.60, except for the EB8 indicator in the Emotional Branding variable, which obtained a value of 0.328, so it was declared invalid and eliminated from the model. After elimination, the Average Variance Extracted (AVE) value for all variables was above 0.50 (Table 3), which indicates that each construct capable explain more from 50% variance indicator the former so that fulfil convergent criteria validity. Testing discriminant validity based on mark HTML show that whole value HTML between construct is at in lower 0.85, so that fulfil criteria discriminant validity. This result strengthened by criteria Fornell-Larcker (Table 3), in where root square AVE every variables more is greater than the correlation between variables, so the model has met the discriminant validity criteria. Furthermore, mark Cronbach's Alpha And Composite Reliability all over variables is at in on 0.70 (Table 2), Which show that instrument study own consistency internal Which Good And declared reliable. Eliminated indicator EB8 indicates that indicator the Not yet in a way adequately represents the construct of Emotional Branding among research respondents, so its exclusion from the model is important to make variable measurement more accurate and consistent. Overall, the fulfillment of all criteria for convergent validity, discriminant validity, and reliability indicates that this research instrument is suitable for use to test the relationship between variables in the next stage of structural model evaluation (inner model), so that the results of the path coefficient estimation can be interpreted validly and reliably.

Table 3. Results Test Validity Convergent, Validity Discriminant, And Reliability

Variables	Outer Loading (range)	AVE	Cronbach's Alpha	Composite Reliability
Emotional Branding (EB)	0.765–0.921	0.729	0.953	0.960
Satisfaction Consumer (K)	0.623–0.943	0.737	0.928	0.943
Buying decision (KP)	0.676–0.921	0.706	0.893	0.922

Table 4. Results HTML

	Emotional Branding (EB)	Satisfaction Consumer (K)	Decision Purchase (KP)
Emotional Branding (EB)			
Satisfaction Consumer (K)	0.719		
Decision Purchase (KP)	0.709	0.667	

Table 5. Results Method Fornell Larcker

	Emotional Branding (EB)	Satisfaction Consumer (K)	Decision Purchase (KP)
Emotional Branding (EB)	0.854	0.719	0.662
Satisfaction Consumer (K)	0.719	0.859	0.656
Decision Purchase (KP)	0.662	0.656	0.840

Evaluation Model Structural (Inner Model) And Hypothesis Testing

Evaluation of the structural model was conducted through a coefficient of determination (R-Square) analysis to determine the model's ability to explain endogenous variables, as well as a bootstrapping procedure to test the significance of the relationship between variables. The Consumer Satisfaction variable obtained an R-

Square value of 0.575, Which means 57.5% its variance can explained by Emotional Branding And Decision

Purchase. Variables Decision Purchase get mark R-Square as big as 0.439, Which means 43.9% of the variance can explained by Emotional Branding . Second mark the is at on category moderate. The R-Square value of Consumer Satisfaction of 0.575 indicates that more than half of the variation in G2G consumer satisfaction among Generation Z in Palu City can be explained by the combination of Emotional Branding and Decision Purchase, temporary the rest by 42.5% influenced by other factors in outside model study This, for example quality product, price, or service full sell. Thus Similarly, the R-Square value of Purchase Decision of 0.439 indicates that Emotional Branding is an important factor but not the sole determinant of consumer purchasing decisions, because there are still 56.1% of other factors that play a role, such as price, promotion, or product reviews. Although both values are in the moderate category, the large contribution of Emotional Branding to these two endogenous variables still confirms its strategic role in shaping Generation Z consumer behavior.

Table 6. R Test Results Square

Variables Endogen	R Square (R^2)	Category
Satisfaction Consumer (K)	0.575	Moderate
Decision Purchase (KP)	0.439	Moderate

Table 7. Hypothesis Test Results

Hypothesis / Track	Coefficient (O)	T Statistics	P Values	Information
EB → KP	0.662	9,015	0,000	Accepted
EB → K	0.507	3,715	0,000	Accepted
KP → K	0.320	2,504	0.012	Accepted
EB → KP → K	0.095	2,237	0.025	Accepted

Results testing show that all over hypothesis accepted. Emotional Branding has a positive and significant effect on Purchasing Decisions (H1) and on Consumer Satisfaction (H2). Purchasing Decisions have a positive and significant effect on Consumer Satisfaction (H3). In addition, Purchasing Decisions are proven to positively and significantly mediate the influence of Emotional Branding on Satisfaction Consumer (H4). Because influence direct EB to K (0.507) and influence does not directly through KP (0.095) You're welcome significant, so Decision Purchase play a role as a partial mediation variable.

If compared to based on big coefficient track on connection direct, influence Emotional Branding has the most dominant influence on Purchasing Decisions ($O = 0.662$), compared to the influence of Emotional Branding on Consumer Satisfaction ($O = 0.507$) and the influence of Purchasing Decisions on Consumer Satisfaction ($O = 0.320$). This value indicates that Emotional Branding has the strongest relationship in encouraging Generation Z consumers to make purchasing decisions. buy product G2G. Temporary That, influence No direct Emotional Branding on Consumer Satisfaction through Purchasing Decisions has a coefficient of 0.095, so its contribution is smaller than the direct influence of Emotional Branding on Consumer Satisfaction of 0.507. Thus, based on the path coefficient values in Table 5, the EB → KP path is the most dominant influence in this research model. This finding shows that the greatest power of G2G Emotional Branding is seen in its ability to encourage consumers to make purchasing decisions, while consumer satisfaction is more directly influenced by Emotional Branding than through purchasing decisions.

Discussion

1. Influence Emotional Branding to Decision Purchase

Emotional Branding has been proven to have a positive and significant influence on the Purchase Decisions of Generation Z G2G consumers in Palu City, so H1 is accepted. This finding indicates that consumer purchasing decisions are not solely determined by the functional benefits of the product, but also by the brand's ability to build emotional bonds through experience, visual appeal, and suitability with Generation Z's lifestyle. This result is in line with Gobe's (2010) Emotional Branding theory which emphasizes the role of experience, trust, and emotional closeness in driving consumer preferences, and is consistent with the findings of Bramantio et al . (2025) and Muthiah and Setiawan (2019) in the context of beauty products.

The results of this study show that buying decision Generation Z towards the product G2G not entirely initiated by the need for skincare products , but also influenced by emotional experiences Which they feel before buy. Majority respondents know G2G through TikTok, which means point beginning interaction consumer with brand originate from exposure content digital compared to direct product experience. This suggests that content featuring product visuals, user testimonials, and skincare usage trends successfully builds curiosity and initial trust in a brand. In other words, purchasing decisions among Generation Z are more influenced by emotional perceptions formed during social media consumption than simply product specifications. Interviews with G2G users also indicate that they initially tried the product because they frequently saw others using G2G and perceived the brand as a good fit. currently develop. According to they, image brand Which active follow trend make G2G looks more convincing to try. This finding supports that Emotional Branding can drive purchasing decisions.

2. Influence Emotional Branding to Satisfaction Consumer

Emotional Branding also has a positive and significant direct effect on Consumer Satisfaction, thus H2 is accepted. In accordance with Expectancy Disconfirmation Theory (Oliver, 2015), satisfaction is formed when product performance meets or exceeds previously established expectations. In context This, Emotional Branding G2G play a role form hope positive as well as experiences that suit the characteristics of Generation Z, resulting in satisfaction. This finding is in line with with results study Siahaya et al . (2025) And Kumontoy et al . (2023) Which show the role of emotional values in increasing consumer satisfaction.

The results of this study also show that consumer satisfaction doesn't just emerge after using a product, but begins to develop even before the purchase is made. Successful emotional branding creates positive expectations, leading consumers to believe the product will deliver the promised benefits. When the user experience matches expectations, the, consumer No only feel satisfied to quality product, but Also feel that their brand choice was the right one. This is evident from the predominance of respondents who have used G2G for 3–6 months. This duration of use indicates that they feel satisfied. No only satisfaction moment after purchase First, but is results evaluation after the product used in period certain. With thus, Emotional Branding G2G No stop on ability interesting attention consumer, but capable maintain experience positive during the product usage process.

3. Influence Decision Purchase to Satisfaction Consumer

Decision Purchases have a positive impact And significant to Satisfaction Consumer, so H3 is accepted. Matter This indicates that process taking decision Which based on search Careful information and consideration increase product suitability to consumer needs, thereby encouraging post-purchase satisfaction. This finding aligns with the research findings of Fitria and Harahap (2024). as well as Siahaya et al . (2025). Frequency purchase repeat Which tall on respondents (2–4 time) indicates that positive experiences from previous purchasing decisions also strengthen the perceived satisfaction. This condition indicates that the purchasing decision made was not merely an impulsive purchase, but was based on previous usage experience. Consumer Which Once get results Which satisfying tend reduce doubts when making the next purchase, so that the level of satisfaction also increases. Based on the interview results, G2G users admitted that they did not regret purchasing G2G because the product Which accepted in accordance with Which they expect. Experience the make they feel that the purchasing decision taken was correct and provided satisfaction after use.

4. Role Decision Purchase in Mediating Emotional Influence Branding on Consumer Satisfaction

Purchasing Decisions are proven to partially mediate the influence of Emotional Branding on Consumer Satisfaction, so H4 is accepted. This means that in addition to having a direct impact on satisfaction, Emotional Branding also increases satisfaction indirectly through the purchasing decision process: emotional closeness

encourages consumers to choose a product, and when the results of product use meet expectations, satisfaction is formed. This finding strengthens the views of Gobe (2010) and Oliver (2015) regarding the relationship between emotional experiences, decision processes, and post-consumption evaluations, and is in line with the results of research by Siahaya et al . (2025) and Bramantio et al . (2025). Thus, the success of the G2G Emotional Branding strategy on Generation Z in Palu City lies not only in creating emotional bonds, but also in its ability to encourage purchasing decisions that ultimately increase consumer satisfaction.

Mark influence directly emotional Branding against Satisfaction Consumer (0.507) which more greater than the indirect influence through Purchase Decisions (0.095) shows that emotional relationships with brands are still the main factor in forming consumer satisfaction. In other words others, consumers feel satisfied not only because of them decided to buy G2G, but because during the process of getting to know, buying, and using the product they had a positive emotional experience with the brand.

In side other, existence mediation partial show that decision purchase still own plays a crucial role as a bridge that strengthens these relationships. Good emotional branding will increase consumer confidence in purchasing, but true satisfaction only develops when the experience after using the product matches previously established expectations.

CONCLUSION

This study shows that Emotional Branding has an influence positive and significant impact on Purchasing Decisions (H1) and directly on Consumer Satisfaction (H2) among Generation Z G2G consumers in Palu City. Purchasing Decisions were also shown to have a positive and significant impact on Consumer Satisfaction (H3) and acted as a partial mediator in the influence of Emotional Branding on Consumer Satisfaction (H4). This finding confirms that the success of the G2G Emotional Branding strategy lies not only in its ability to build emotional closeness with consumers. consumer, but also on his abilities push buying decision Which on finally improve satisfaction consumer. In a way practical, results This indicates importance G2G For continue to strengthen communication marketing Which authentic And relevant with characteristics Generation Z, especially through media social like TikTok And Instagram, use maintain connection emotional Which has been formed while simultaneously encouraging purchasing decisions and consumer satisfaction in a sustainable manner.

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