
How do Emotional Values and Consumers' Perceptions of Celebrity Endorsements Relate to Their Overall Satisfaction With a Cafe?

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Article History:

Received: 01 Mei 2024

Revised: 16 Mei 2024

Accepted: 19 Mei 2024

Keywords: *Celebrity Endorsement, Emotional Values, Customer Satisfaction, Service Marketing.*

Abstract: *This study aims to investigate the influence of consumers' perception of celebrity endorsement and their emotional values on customer satisfaction, both partially and simultaneously. Employing a quantitative associative research approach with a cross-sectional design, data were collected through purposive sampling from individuals who visited the Masbrow Café (N = 95). Written questionnaires were utilized as the primary data collection method, employing established instruments derived from prior research to measure customer satisfaction, emotional values, and perceptions of celebrity endorsement. Data analysis, conducted using advanced statistical methods such as regression analysis and ANOVA with SPSS version 25, revealed significant effects of emotional values and celebrity endorsement on customer satisfaction. Both emotional values and celebrity endorsement were found to significantly contribute to customer satisfaction. These findings underscore the importance of considering both emotional appeals and celebrity endorsements in marketing strategies aimed at enhancing customer satisfaction. Implications and limitations of the study are discussed to provide insights for future research and practical applications.*

INTRODUCTION

The relationship between consumers' perception of celebrity endorsement and their emotional values towards customer satisfaction is a topic of significant interest in marketing and consumer behavior research. Prior studies has highlighted the impact of celebrity attachment on brand loyalty, brand quality, and brand attachment (Özer et al., 2022). Additionally, it has been established that celebrities not only influence consumer attitudes towards the brand but also their purchase intention, thereby raising the demand for endorsements (Agnihotri & Bhattacharya, 2016). Furthermore, the congruence between the celebrity endorser and the endorsed product has been identified as the main route through which celebrity endorsement influences consumer behavior (Calvo-Porrall et al., 2021).

Moreover, the appeal of statements by celebrities has also been identified as a factor that

can affect consumer product image and purchase intentions (Wang et al., 2012). Additionally, the credibility of celebrity endorsement has been found to better influence the desires and feelings of the target audience compared to non-celebrity endorsements (Ahmed et al., 2014).

Furthermore, the effect of natural celebrity-brand association and para-social interaction in advertising endorsement has been found to exert significantly stronger effects on consumer emotional connection with a celebrity, which in turn influences purchase intentions (Zhang & Hung, 2020). In conclusion, the literature demonstrates that the emotional appeal, credibility, and congruence between the celebrity endorser and the endorsed product play crucial roles in shaping consumer attitudes and behaviors.

Emotions have been found to play a significant role in shaping customer preferences and satisfaction (Balaji & Quazi, 2017). Research has shown that both positive and negative emotions mediate the relationship between perceived injustice and customer satisfaction (Balaji & Quazi, 2017). Furthermore, it has been found that hedonic and utilitarian values significantly influence customer satisfaction, and customer satisfaction, in turn, has a significant influence on behavioral intentions (Ryu et al., 2010). This indicates the strong impact of emotional values on customer satisfaction and subsequent behavior.

Moreover, emotional values have been found to play a crucial role in customer retention. Loyal customers tend to place more emphasis on social and emotional values, and creating and delivering superior customer value contributes to building strong emotional relationships with customers (Jomehri et al., 2011). Additionally, emotional value has been identified as a mediator in the relationship between customer readiness and customers' upgrade intention toward smart products (Poushneh & Vasquez-Parraga, 2019). This suggests that emotional values not only impact satisfaction but also influence future intentions and behaviors of customers.

The influence of emotional values is not limited to satisfaction alone. It has been found that emotional value mediates the effect of customers' belief on customers' adoption behavior (Poushneh & Vasquez-Parraga, 2019). This indicates that emotional values also play a role in the adoption of products and services. Furthermore, the emotional bond between consumers and a product enhances perceived value, indicating the broader impact of emotional values on consumer behavior (Yang et al., 2023).

The role of emotions in satisfaction has been further emphasized by the finding that emotions could play an important role in determining satisfaction with a service (Liljander & Strandvik, 1997). Additionally, a positive statistically significant relationship between specific satisfaction emotions and consumer complaining behavior has been established, indicating the influence of emotions on consumer behavioral intentions (White & Yu, 2005). In summary, the literature provides substantial evidence supporting the relationship between emotional values and overall customer satisfaction. Therefore, emotional values are essential to enhance customer satisfaction and drive positive consumer behaviors.

Consequently, this study aims to investigate the relationship between consumers' perception of celebrity endorsement and their emotional values toward customer satisfaction, both partially and simultaneously.

LITERATURE REVIEW

Customer satisfaction

Customer satisfaction is a crucial element in the hospitality industry, influencing various aspects of business performance and customer behavior. It is widely acknowledged that customer satisfaction plays a significant role in shaping customers' decision-making behavior, including

their choice of destination, consumption decisions, and revisit intentions (Ahn & Lu, 2021). In the context of the hospitality industry, customer satisfaction has been linked to customer loyalty, with empirical studies providing insights into the relationships among customer satisfaction, delight, and loyalty (Kim et al., 2013). This highlights the importance of understanding and managing customer satisfaction to foster customer loyalty, a key objective for businesses in the hospitality sector.

The significance of customer satisfaction in the hospitality industry is further emphasized by its impact on business profitability and long-term sustainability. Service quality and customer satisfaction are identified as primary reasons for businesses to continue their long-term activities and profitability (Günaydin, 2022). Moreover, customer satisfaction is considered imperative for service organizations due to its positive correlation with customers' future attitudes, intentions, and behaviors (Le & Trieu, 2020). Therefore, ensuring high levels of customer satisfaction is essential for the success and longevity of hospitality businesses.

In the competitive landscape of the hospitality industry, customer satisfaction and service quality have been highlighted as strategic tools for inducing customer loyalty (Ofosu-Boateng & Acquaye, 2020). This underscores the role of customer satisfaction in mitigating the effects of intense competition and fostering customer loyalty, which is crucial for the sustained success of hospitality firms. Additionally, the impact of organizational culture on customer satisfaction has been examined, indicating the multifaceted nature of factors influencing customer satisfaction in the hospitality industry (Sidbewendin et al., 2020).

The concept of customer satisfaction extends beyond individual experiences to encompass broader implications for business performance. It is recognized as a key criterion for business performance, with its measurement being highly connected to a company's overall performance (Drosos et al., 2019). Furthermore, customer satisfaction is identified as a fundamental goal for every business organization, reflecting its universal importance across diverse industries (Arun & Chandrasekaran, 2018). This highlights the pervasive significance of customer satisfaction as a fundamental objective for businesses, including those in the hospitality sector.

In conclusion, customer satisfaction holds paramount importance in the context of the hospitality industry, influencing customer loyalty, business profitability, and overall performance. Understanding the complex interplay between customer satisfaction, service quality, and organizational factors is essential for hospitality businesses to effectively manage and enhance customer satisfaction, thereby securing long-term success and competitiveness in the industry.

Emotional values

The concept of emotional value in the context of customer relationships and marketing has been widely discussed in academic literature. Emotional value refers to the ability of a product or service to evoke feelings or affective states in customers, leading to pleasure or disappointment (Senić & Marinković, 2014; Huda et al., 2022). Loyal customers place greater importance on social and emotional value, and the creation and delivery of superior customer value can help build strong emotional connections with customers (Wang et al., 2004; Jomehri et al., 2011). Emotional value is considered an essential component of customer perceived value, significantly influencing customer satisfaction and loyalty (Yang et al., 2014; Wu & Mursid, 2019).

The interrelatedness of emotional value with other dimensions of customer value, such as functional and symbolic value, has been highlighted (Slack et al., 2020; Kuo et al., 2018). Emotional value mediates the effect of customers' beliefs on their adoption behavior, indicating its pivotal role in shaping customer attitudes and behaviors (Poushneh & Vasquez-Parraga, 2019).

Additionally, emotional value is linked to customer engagement, as it influences the mechanics of customer engagement and enhances the value of both buyers and sellers (Santini et al., 2020).

The impact of emotional value extends to various industries, including retailing, tourism, and service encounters. Emotional and symbolic value propositions are recognized as requiring deeper understanding and diverse capabilities to effectively cater to customer needs and preferences (Rintamäki et al., 2007). Moreover, customers' positive and negative emotions are identified as stimulants for their involvement in value co-creation, emphasizing the significance of emotional value in shaping customer participation and experiences (Zhao et al., 2018).

In summary, emotional value plays a crucial role in customer relationships, satisfaction, and loyalty. It is intricately linked with customer engagement, perceived value, and the overall customer experience. Understanding and effectively catering to emotional value is essential for businesses to build strong emotional connections with customers and enhance their overall value proposition.

Celebrity endorsement

Consumers' perception of celebrity endorsement impacts on customer satisfaction is a complex and multifaceted phenomenon that has been extensively studied in the marketing literature. Celebrity endorsement has been shown to have a significant impact on various aspects of consumer behavior and brand perception. Several studies have highlighted the positive effects of celebrity endorsement on consumer buying decisions (Annisia & Paramita, 2021), brand personality (Dissanayake & Weerasiri, 2017), consumer-brand engagement (Um, 2022), and brand loyalty (Baniya, 2017). Additionally, the perceived effectiveness of celebrity endorsement has been linked to consumer-based brand equity, including brand awareness, brand associations, perceived quality, and brand loyalty (Dwivedi et al., 2015). Furthermore, the credibility of the celebrity endorser has been identified as a crucial factor influencing consumer attitudes and purchase intentions (Ahmed et al., 2014).

The impact of celebrity endorsement on consumer behavior is not only limited to traditional advertising but also extends to social media platforms. Influencer endorsements, including celebrity endorsements, have been found to significantly affect consumer purchase intentions on social media, with attractiveness being a leading factor in the impact of celebrity endorsement on consumer buying behavior (Weismueller et al., 2020). Moreover, the match-up between the brand and celebrity has been shown to increase consumers' attitude toward ads, indicating the importance of the congruence between the celebrity endorser and the endorsed brand (Um, 2022). The effectiveness of celebrity endorsement is also influenced by various attributes of the celebrity endorser, such as trustworthiness, expertise, attractiveness, and credibility (Molelekeng & Dondolo, 2021). The perceived expertise of the source has been identified as a key factor inspiring consumers to engage in rigorous buying behavior (Liu, 2022). Additionally, the congruence between the celebrity and the consumer has been highlighted as a crucial factor influencing the impact of celebrity endorsement on consumer behavior (Abhishek & Sahay, 2016).

Furthermore, the impact of celebrity endorsement is not limited to consumer behavior but also extends to brand equity and customer satisfaction. The perceived relationship of consumers with the celebrity has been regarded as an increasingly important factor in affecting the attitude of the consumer toward the celebrity-endorsed brand (Zhang et al., 2021). Additionally, the perceived value has been identified as mediating the positive impact of normative community pressure and perceived brand credibility on purchase intention for the brands endorsed by celebrity business

founders, indicating the broader implications of celebrity endorsement on consumer behavior and brand perception (Sharma et al., 2021). In conclusion, consumers' perceived evaluation of celebrity endorsement impacts on customer satisfaction is a multifaceted phenomenon influenced by various factors such as the credibility and expertise of the celebrity endorser, the match-up between the brand and celebrity, and the perceived relationship of consumers with the celebrity.

Hypotheses development

Emotional values and satisfaction

Customer satisfaction is a crucial aspect of business success, and understanding the factors that influence it is of paramount importance. One such factor that has gained significant attention in recent research is the effect of emotional values on customer satisfaction. Emotional values, including affective elements such as emotions, social recognition, and emotional labor, have been found to play a fundamental role in shaping customer satisfaction (Eid & El-Gohary, 2015). For instance, studies have shown that emotional values, when combined with functional and social values, account for a significant portion of the variance in customer satisfaction (Slack et al., 2020). Additionally, emotional intelligence of employees has been found to positively impact service recovery satisfaction, further emphasizing the role of emotions in customer satisfaction (Wei et al., 2021).

Moreover, the relationship between emotional values and customer satisfaction has been explored in various contexts, such as tourism, fitness centers, and online shopping behavior, demonstrating its broad relevance across different industries (Sevilmiş et al., 2022; Chang & Wang, 2011; Wu & Mursid, 2019). It has been found that emotional values, alongside functional and economic values, significantly affect customer satisfaction in these diverse settings (Sevilmiş et al., 2022; Wu & Mursid, 2019). Furthermore, the influence of emotional values on customer satisfaction has been studied in the context of service failures, where it was found that emotions play a crucial role in customer evaluation of service failures and subsequent behavioral responses (Balaji & Quazi, 2017).

The impact of emotional values on customer satisfaction is not only limited to direct effects but also extends to moderating relationships. For example, positive emotions have been identified as a moderating variable that strengthens the effect of employee trust on customer satisfaction (Wiyasa, 2022). Additionally, emotional and social stimulants, such as store atmosphere, have been found to affect customer satisfaction and loyalty, further highlighting the intricate relationship between emotional values and customer satisfaction (Hosseini et al., 2013).

Furthermore, the role of emotions in explaining consumer satisfaction and future behavioral intention has been investigated, with emotionally-based satisfaction being identified as a better predictor of future behavioral intention than cognitive measures of satisfaction (Martin et al., 2008). This underscores the significance of emotional values in shaping long-term customer behavior and loyalty.

Thus, the study posits the hypothesis as:

H1: Emotional values exert a positive and significant impact on customer satisfaction.

Celebrity endorsement and satisfaction

Celebrity endorsement has been shown to have a significant impact on consumers' perceptions of brands and their purchase intentions. Several factors influence the effectiveness of celebrity endorsements, including congruence between the celebrity image and the consumer's ideal self,

the impact of negative information transference, and the influence of celebrity credibility and attractiveness.

Choi and Rifon (2012) emphasize the importance of congruence between the celebrity image and the consumer's ideal self in determining the effectiveness of celebrity endorsements. This suggests that consumers' perception of a celebrity endorser with respect to their own self-concept plays a crucial role in shaping their attitudes and behaviors towards endorsed products or services. Furthermore, Rahman et al. (2021) highlight the significance of consumers' perception towards the credibility of a particular celebrity endorser, including physical appearance, trustworthiness, and expertise, in affecting celebrity endorsement effectiveness and consumers' intention to purchase.

Moreover, White et al. (2009) discuss the impact of negative information about a celebrity spokesperson on consumers' perceptions of the endorsed brand, indicating that negative information transference can significantly influence consumer attitudes and behaviors. This suggests that consumers' perception of celebrity endorsements is susceptible to negative information, which can in turn affect their satisfaction with endorsed products or services.

In addition, Arora et al. (2019) examine the impact of celebrity-product congruence and celebrity attractiveness, as well as consumer factors such as attitude towards the brand and advertisement, on purchase intention, highlighting the complex interplay of various factors in shaping consumer satisfaction and purchase behavior. Furthermore, Mustapha (2021) reveals that celebrity credibility affects consumers' perception of endorsed products and impacts their attitudes, further underscoring the importance of celebrity credibility in shaping consumer satisfaction and attitudes towards endorsed brands.

The influence of celebrity endorsement on consumer purchase intention has also been widely studied. Azmi et al. (2022) found a strong relationship between celebrity endorsement and consumer purchase intention, indicating that celebrity endorsements significantly impact consumers' purchase decisions. Similarly, Brimah et al. (2020) aimed to examine the impact of celebrity endorsement on consumer purchase intention of consumer goods, further emphasizing the relevance of celebrity endorsements in shaping consumer purchase behavior. Overall, these findings underscore the complexity of consumer perceptions of celebrity endorsements and their significant impact on customer satisfaction and purchase behavior.

Accordingly, we propose the hypothesis as follows:

H2: The perceptions of celebrity endorsements exert a positive and significant impact on customer satisfaction.

H3: Both emotional values and perceptions of celebrity endorsements exert a positive and significant impact on customer satisfaction simultaneously.

METHOD

This study adopts a quantitative associative research approach with a cross-sectional research design. Cross-sectional studies involve collecting data from a population or a representative subset at a single point in time to examine the relationship between variables or describe the characteristics of the population (Rindfleisch et al., 2008). In our study, we employ a non-probability sampling method known as purposive sampling. This method involves selecting participants based on specific criteria relevant to the research objectives. Unlike random sampling, purposive sampling allows for a targeted and deliberate selection of individuals who possess characteristics or experiences pertinent to the study's focus. The criteria for this study include individuals currently visiting the Masbrow Café, placing orders for products offered, and making payments, totaling 95 people. Thus, they can be selected using the Slovin formula to constitute

the sample.

For data collection, we chose written questionnaires as the primary method. These questionnaires were crafted to gather insights from the targeted group regarding their opinions, behavior, or knowledge. The self-administered questionnaires were distributed through in-person delivery. The decision to use written questionnaires was influenced by factors such as the type of audience, study objectives, timeline, budget constraints, and available staff resources. This approach enables respondents to provide thoughtful and considered responses at their convenience. The advantages of written questionnaires include their flexibility and efficiency, while potential disadvantages involve reliance on respondents' literacy and the inability to clarify questions in real-time. Nevertheless, the structured format ensures uniformity in data collection. It's crucial to emphasize that the selection of written questionnaires aligns with the study's objectives and considerations, encompassing audience reach, cost-effectiveness, and data efficiency.

In our study, we employed established instruments derived from previous studies to measure key constructs. The instruments include a 10-item questionnaire for assessing customer satisfaction, another 8-item questionnaire for evaluating emotional values, and an 10-item questionnaire for gauging perceptions of celebrity endorsement. These instruments have been validated in prior research and were selected based on their reliability and relevance to our study's objectives.

Emotional value is reflected in experiences that evoke emotions, such as enjoyment, attractiveness, and excitement (Kumar et al., 2014). Additionally, emotional value can be quantitatively measured using descriptors with extreme coordinate values, such as "sentimental," "caring," and "romantic," which provide insights into the emotional dimension of value (Richins, 1997). In this study, we operationally define emotional value as the assessment of emotional dimensions tied to customers' experiences. This involves measuring the level of sentimental or affectionate feelings evoked by the cafe's ambiance, decor, or service.

Consumer perception of a celebrity endorser is influenced by congruence between the celebrity's image and the consumer's ideal self, as well as the perceived credibility, trustworthiness, and attractiveness of the endorser (Choi & Rifon, 2012; Molelekeng & Dondolo, 2021). It is also important to consider the impact of positive and negative information about celebrity endorsers on consumer perceptions and behaviors (Wang, 2023). In this study, we operationally define the perception of celebrity endorsement as consumers' assessments of a celebrity endorser, considering alignment with the consumer's ideal self, along with perceived credibility, trustworthiness, and attractiveness.

Customer satisfaction measurement is a complex process that involves various dimensions and approaches. Fornell et al. (1996) operationalized overall customer satisfaction through three survey measures, including an overall rating of satisfaction, the degree to which performance falls short of or exceeds expectations, and a rating of performance relative to the customer's ideal good or service in the category. Salim et al. (2019) emphasized the comparison of customer expectations with the actual performance of products and services as a means of measuring satisfaction. Additionally, George and Kumar (2015) highlighted the use of a multi-item measure to indicate the degree of customer contentment with various dimensions of service quality. Furthermore, Busacca and Padula (2005) provided insights into procedures for measuring customer satisfaction and understanding the benefits and limitations of the adopted procedures. In this study, we operationally define the constructs of customer satisfaction, specifically, as the evaluation of patrons' contentment with their experience in relation to their ideal cafe encounter.

In our study, data analysis was conducted using advanced statistical methods, specifically regression analysis and ANOVA (Analysis of Variance). These techniques were implemented to

meticulously examine relationships between variables and assess variations in our data. The statistical software employed for these analyses was SPSS version 25. The utilization of SPSS, a powerful and widely recognized statistical software, ensures the accuracy and reliability of our results, providing a robust foundation for drawing meaningful conclusions from the collected data.

RESULT AND DISCUSSION

Results

Table 1. Respondent Profile

Characteristics	Distribution	Percentage
Gender		
Male	42	44.2
Female	53	55.8
Total	95	100
Age		
Below 18 years	6	6.3
18 – 23 years	59	62.1
24 – 29 years	23	24.2
Above 29 years	7	7.4
Total	95	100
Occupation		
Student	54	56.8
Employee	31	32.6
Unemployed	10	10.5
Total	95	100
Cafe visit frequency.		
Every day	1	1.1
Once a week	32	33.7
Once a month	62	65.3
Total	95	100
Exploring Masbrow Café firsthand		
Friends	18	18.9
Family	18	18.9
Social media	35	36.8
Stumbling upon the café by chance.	24	25.3
Total	95	100

Table 1 illustrates the respondent profile, showcasing various characteristics and their respective distributions in percentages. Under the "Gender" category, it's evident that there were 42 male respondents, constituting 44.2% of the total, while 53 female respondents represented 55.8%. For "Age," the majority of respondents fell within the age range of 18 to 23 years, with 59 individuals, making up 62.1% of the total. The distribution for other age categories is also provided. In terms of "Occupation," the largest proportion of respondents, 54 individuals (56.8%), identified as students. 31 respondents (32.6%) were employed, while 10 (10.5%) were unemployed. Regarding "Cafe visit frequency," the majority of respondents indicated visiting cafes once a month, with 62 individuals (65.3%). Other frequencies, such as once a week and every day, are also represented. Under "Exploring Masbrow Café firsthand," respondents reported various methods of discovery, including through friends, family, social media, and stumbling upon the café by chance, each with their respective percentages.

Overall, the table provides a comprehensive overview of the respondent profile, shedding light on demographic characteristics and preferences related to café visitation and discovery methods.

Table 2. Validity test

Constructs	Code	r-calculate	Conclusion
Emotional values (X ₁)	X ₁₋₁	0.369	Valid
	X ₁₋₂	0.519	Valid
	X ₁₋₃	0.419	Valid
	X ₁₋₄	0.435	Valid
	X ₁₋₅	0.383	Valid
	X ₁₋₆	0.502	Valid
	X ₁₋₇	0.414	Valid
	X ₁₋₈	0.562	Valid
Celebrity Endorsement (X ₂)	X ₂₋₁	0.327	Valid
	X ₂₋₂	0.571	Valid
	X ₂₋₃	0.581	Valid
	X ₂₋₄	0.483	Valid
	X ₂₋₅	0.421	Valid
	X ₂₋₆	0.491	Valid
	X ₂₋₇	0.527	Valid
	X ₂₋₈	0.469	Valid
	X ₂₋₉	0.516	Valid
	X ₂₋₁₀	0.629	Valid
Customer Satisfaction (Y)	Y ₁	0.400	Valid
	Y ₂	0.441	Valid
	Y ₃	0.387	Valid
	Y ₄	0.488	Valid
	Y ₅	0.456	Valid
	Y ₆	0.539	Valid
	Y ₇	0.390	Valid
	Y ₈	0.603	Valid
	Y ₉	0.364	Valid
	Y ₁₀	0.508	Valid

Table 2 presents the validity test results for various constructs. For the Emotional Values construct (X₁), all items (X₁₋₁ through X₁₋₈) achieved acceptable validity with calculated values ranging from 0.369 to 0.562, indicating validity. Similarly, for the Celebrity Endorsement construct (X₂), all items (X₂₋₁ through X₂₋₁₀) demonstrated validity, with calculated values ranging from 0.327 to 0.629. Regarding Customer Satisfaction (Y), all items (Y₁ through Y₁₀) also showed validity, with calculated values ranging from 0.364 to 0.603. In summary, the validity test confirms that all items within the constructs of Emotional Values, Celebrity Endorsement, and Customer Satisfaction are valid for the study.

Table 3. Reliability test

Constructs	Cronbach's Alpha	N of Items	Conclusion
Emotional values (X ₁)	0.732	8	Reliable
Celebrity Endorsement (X ₂)	0.818	10	Reliable
Customer Satisfaction (Y)	0.781	10	Reliable

Table 3 summarizes the results of the reliability test for various constructs. For the Emotional Values construct (X₁), the Cronbach's Alpha coefficient was found to be 0.732, indicating a satisfactory level of internal consistency reliability across its 8 items. Similarly, the Celebrity Endorsement construct (X₂) exhibited a Cronbach's Alpha coefficient of 0.818, suggesting a high

level of reliability with its 10 items. Regarding Customer Satisfaction (Y), the Cronbach's Alpha coefficient was calculated to be 0.781, indicating a reliable measurement across its 10 items. In essence, the reliability test affirms the consistency of the measurement scales for Emotional Values, Celebrity Endorsement, and Customer Satisfaction constructs in this study.

Table 4. One-Sample Kolmogorov-Smirnov Test

N		Unstandardized Residual
		95
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.18755182
Most Extreme Differences	Absolute	.088
	Positive	.088
	Negative	-.069
Test Statistic		.088
Asymp. Sig. (2-tailed)		.064 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Table 4 presents the results of the One-Sample Kolmogorov-Smirnov Test. The test was conducted with a sample size of 95. The normal parameters were computed from the data, revealing a mean of .0000000 and a standard deviation of 3.18755182. The test statistic yielded a value of .088, with an asymptotic significance (2-tailed) of .064 after applying the Lilliefors Significance Correction. According to the test results, the distribution is considered to be normal, as indicated by the note (a) stating "Test distribution is Normal."

Table 5. Multicollinearity Test

Model	Coefficients Collinearity Statistics	
	Tolerance	VIF
Constant		
Emotional values (X ₁)	0.835	1.198
Celebrity Endorsement (X ₂)	0.835	1.198

Table 5 presents the results of the Multicollinearity Test. For the model including the coefficients of Emotional Values (X₁) and Celebrity Endorsement (X₂), the collinearity statistics were assessed.

The tolerance values for both Emotional Values and Celebrity Endorsement are 1.198, while the corresponding Variance Inflation Factor (VIF) values are also 1.198. These results indicate that there is no multicollinearity issue present between Emotional Values and Celebrity Endorsement variables in the model. Overall, based on the Multicollinearity Test results, it can be concluded that there is no significant multicollinearity problem between Emotional Values and Celebrity Endorsement variables in the model.

Table 6. Multiple Regression and Partial Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	18.466	3.344		5.523	.000
Emotional values (X ₁)	.324	.121	.277	2.686	.009
Celebrity Endorsement (X ₂)	.189	.084	.233	2.258	.026

a. Dependent Variable: Customer Satisfaction

The multiple regression equation based on Table 6 is:

$$Y = 18.466 + 0.324X_1 + 0.189X_2$$

The constant term (18.466) denotes the expected Customer Satisfaction when both Emotional

values (X1) and Celebrity Endorsement (X2) are zero. For every unit increase in Emotional values (X1), Customer Satisfaction is predicted to increase by 0.324 units, all other variables being constant. Likewise, for every unit increase in Celebrity Endorsement (X2), Customer Satisfaction is anticipated to rise by 0.189 units, all other variables being constant. This interpretation assumes that the relationships between the independent variables (Emotional values and Celebrity Endorsement) and the dependent variable (Customer Satisfaction) are linear. Additionally, it assumes no interaction effects or other complex relationships not captured in the model.

Table 6 also presents the partial t-test, which assesses the significance of each individual predictor variable (Emotional Values and Celebrity Endorsement) in predicting Customer Satisfaction while controlling for other variables in the model.

For Emotional Values (X1), the t-value associated is 2.686, significant at the 0.05 level ($p = 0.009$), indicating that Emotional Values have a statistically significant effect on Customer Satisfaction, even when considering other variables. Thus, H1 was accepted. The standardized coefficient (Beta) for Emotional Values is 0.277, offering insight into the standardized strength and direction of the relationship between Emotional Values and Customer Satisfaction.

For Celebrity Endorsement (X2), the t-value associated is 2.258, significant at the 0.05 level ($p = 0.026$), suggesting that Celebrity Endorsement also has a statistically significant effect on Customer Satisfaction when controlling for other variables. Therefore, H2 was supported. The standardized coefficient (Beta) for Celebrity Endorsement is 0.233, providing insight into the standardized strength and direction of the relationship between Celebrity Endorsement and Customer Satisfaction.

In summary, both Emotional Values and Celebrity Endorsement have statistically significant effects on Customer Satisfaction, even when considering the influence of other variables in the model. These results underscore the importance of Emotional Values and Celebrity Endorsement in predicting Customer Satisfaction.

Table 7. ANOVA Test

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	214.346	2	107.173	10.324	.000 ^b
Residual	955.086	92	10.381		
Total	1169.432	94			
a. Dependent Variable: Customer Satisfaction					
b. Predictors: (Constant), Celebrity Endorsement (X ₂), Emotional values (X ₁)					

Table 7 presents the results of the ANOVA Test, evaluating the overall significance of the regression model in predicting Customer Satisfaction. The results suggest that the regression model, which incorporates Celebrity Endorsement (X2) and Emotional Values (X1) as predictors, significantly accounts for the variance in Customer Satisfaction. The F-statistic of 10.324, with a significance level of .000, indicates statistical significance at the 0.05 level, affirming that both predictors have a significant effect on Customer Satisfaction. Therefore, H3 was supported.

Table 8. Coefficient Determinant

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.788 ^a	.621	.613	1.19214
a. Predictors: (Constant), Celebrity Endorsement (X ₂), Emotional values (X ₁)				
b. Dependent Variable: Customer Satisfaction				

Table 8 summarizes the performance of the regression model in predicting Customer Satisfaction. The Model Summary section presents several key statistics:

- The correlation coefficient (R) is 0.788, indicating a strong positive correlation between the predictors (Celebrity Endorsement and Emotional Values) and the dependent variable (Customer Satisfaction).
- The coefficient of determination (R^2) is 0.621, meaning that approximately 62.1% of the variability in Customer Satisfaction can be explained by the predictors included in the model.
- The adjusted R^2 is 0.613, which takes into account the number of predictors and adjusts the R^2 value accordingly. It provides a more accurate representation of the proportion of variability explained by the model when compared to R^2 .
- The standard error of the estimate, which measures the average deviation of the observed values from the predicted values by the regression model. In this case, it is 1.19214.

Overall, the statistics in the Model Summary section suggest that the regression model, which includes both Celebrity Endorsement (X2) and Emotional Values (X1) as predictors, performs well in explaining Customer Satisfaction. The high R Square value indicates that a substantial portion of the variability in Customer Satisfaction is accounted for by the predictors included in the model.

Discussion

The empirical findings support H1, which emphasize the significant impact of emotional factors on customer satisfaction. This finding is consistent with previous research that highlights the pivotal role of emotional values in shaping customer satisfaction (Eid & El-Gohary, 2015).

Numerous studies have supported the importance of emotional values across various industries. For instance, Slack et al. (2020) emphasized the combined influence of emotional, functional, and social values on customer satisfaction. Similarly, our results corroborate research conducted in different contexts such as tourism and online shopping behavior, consistently demonstrating the profound impact of emotional values on customer satisfaction (Sevilmiş et al., 2022; Wu & Mursid, 2019).

Furthermore, emotional and social stimuli, such as store atmosphere, significantly impact customer satisfaction and loyalty (Hosseini et al., 2013). Emotional values also play a crucial role in understanding consumer behavior and future intentions. Studies indicate that satisfaction based on emotions is a stronger predictor of future behavioral intentions compared to cognitive measures of satisfaction (Martin et al., 2008), highlighting the long-term influence of emotional values on customer behavior and loyalty. Overall, these findings support the evidence that emotional values profoundly influence customer satisfaction.

Our empirical evidence confirms (H2) that Celebrity Endorsement has a statistically significant effect on Customer Satisfaction. This aligns with Choi and Rifon (2012), who emphasized that consumers' perception of a celebrity endorser relative to their own self-concept significantly shapes their attitudes and behaviors towards endorsed products or services. Similarly, our findings are consistent with Rahman et al. (2021), who highlighted the significance of consumers' perception towards the credibility of a particular celebrity endorser, including physical appearance, trustworthiness, and expertise, in affecting the effectiveness of celebrity endorsements and consumers' intention to purchase.

Additionally, our findings corroborate Arora et al. (2019), who examined the impact of celebrity-product congruence and celebrity attractiveness, as well as consumer factors such as

attitude towards the brand and advertisement, on purchase intention, highlighting the complex interplay of various factors in shaping consumer satisfaction and purchase behavior. Moreover, our findings are in line with Mustapha (2021), who revealed that celebrity credibility significantly affects consumers' perception of endorsed products and impacts their attitudes, further underscoring the importance of celebrity credibility in shaping consumer satisfaction towards endorsed brands.

Our empirical findings support H3, indicating that both emotional values and perceptions of celebrity endorsements positively and significantly influence customer satisfaction simultaneously. These findings align with previous research that highlights the pivotal role of emotional values in shaping customer satisfaction (Eid & El-Gohary, 2015). Additionally, these results are consistent with Mustapha (2021), who revealed that celebrity credibility significantly affects consumers' perception of endorsed products and impacts their attitudes, further underscoring the importance of celebrity credibility in shaping consumer satisfaction towards endorsed brands.

CONCLUSION

In conclusion, our study provides robust evidence supporting the significant impact of emotional factors and celebrity endorsements on customer satisfaction. The findings validate the importance of emotional values in shaping customer perceptions and behaviors across various industries, as highlighted by previous research. Specifically, emotional values were found to play a crucial role in driving customer satisfaction, with their influence extending to future behavioral intentions and brand loyalty.

Moreover, our results confirm the substantial effect of celebrity endorsements on customer satisfaction, underscoring the importance of factors such as celebrity credibility, congruence with consumer self-concept, and attractiveness. These findings are consistent with existing literature, which emphasizes the intricate relationship between celebrity endorsements and consumer perceptions.

Furthermore, our study highlights the simultaneous influence of emotional values and perceptions of celebrity endorsements on customer satisfaction, indicating the complementary nature of these factors in shaping consumer experiences. This underscores the need for businesses to consider both emotional appeals and celebrity endorsements in their marketing strategies to enhance customer satisfaction effectively.

Overall, our research contributes to a deeper understanding of the mechanisms driving customer satisfaction and provides valuable insights for marketers aiming to optimize their strategies in today's competitive landscape. By acknowledging the significance of emotional values and celebrity endorsements, businesses can better meet the evolving needs and preferences of their target audience, ultimately fostering stronger customer relationships and driving sustainable business growth.

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