

## THE INFLUENCE OF CONSUMER BELIEFS AND EMOTIONALITY ON CONSUMER SATISFACTION IN THE SENTUL SCOUTING EARTH UNIT, BOGOR



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### ABSTRACT

*The aim of this research is to determine consumer loyalty in the Bumi Kepanduan Unit Sentul Bogor which is influenced by consumer trust, emotions through consumer satisfaction, and 100 people were sampled. Meanwhile, the analytical method used is the quantitative descriptive method and path analysis. The results of the research show that consumer trust has a positive and significant effect on consumer satisfaction; emotionality has a positive and significant effect on consumer satisfaction; consumer trust has a direct positive and significant effect on consumer loyalty; emotion has a direct positive and significant effect on consumer loyalty; consumer satisfaction has a direct positive and significant effect on consumer loyalty; consumer trust has an indirect and positive effect on consumer loyalty through consumer satisfaction at the Sentu Bogor Scouting Unit; and emotion has an indirect and positive effect on consumer loyalty through consumer satisfaction at the Sentu Bogor Scouting Earth Unit.*

**Keywords:** Consumer Confidence; Emotional; Consumer Loyalty ; Consumer Satisfaction

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## INTRODUCTION

According to Law Number 10 of 2009 Article 1 number 3, tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, government and regional governments. As an archipelagic country, Indonesia has the potential to develop the tourism industry. Potential that can be developed, such as natural tourism, Indonesian Tourism relies on several regions as tourist destinations, one of which is West Java Province. West Java has tourism potential and attractions, both in the form of beautiful natural landscapes and the culture inherent in the lives of its people (Pendit dalam Marsono, 2018).

Based on data from the Central Statistics Agency for 2023, West Java is in second place after East Java as one of the provinces which is the main destination for tourists, both foreign tourists and domestic tourists. Since 2021-2023, Bogor is a part of West Java Province, Indonesia. Administratively, Bogor Regency, both of which fall under the jurisdiction of West Java. Bogor City is located at the center of Bogor Regency and directly borders other areas within West Java, such as Depok, Bekasi, and Cianjur. Geographically, Bogor is situated in the southwestern part of West Java and is known for its high rainfall. Historically, Bogor played an important role in West Java, particularly as a governmental center during the colonial era, with the presence of the Bogor Palace. In terms of administration, geography, and history, Bogor is an integral part of West Java Province. Bogor Regency has continued to experience an average increase of 179 tourists. This shows that Bogor Regency is committed to tourism development.

One of the tourist attractions that is currently continuing to be developed is the camping ground natural tourist attraction in Babakan Madang District. According to Aden Mamun Nawawi Babakan Madang District has an attractive natural tourist destination and is superior after Puncak-Cisarua. The large number of natural attractions that have Camping Grund shows a high level of competition. For this reason, tourism managers must be able to provide a high level of trust, apart from that they must be able to give a good impression so that it is hoped that they will be able to provide satisfaction for tourists and have an impact on loyalty to return to enjoying nature in the same place. One of those who has this commitment is the Sentul Bogor Scouting Earth Unit.

The Sentul Bogor Scout Earth Unit is a service company managed by PT Pandu Bina Sejahtera which was founded in 2015. The facilities offered are: camping ground, wooden house, wooden hut, hall, games pool, games area, archery equipment, Platoon Tent, Scouts, Dome and toilets. Even though it has complete facilities, the Sentul Earth Scout Unit has not been able to meet the target of tourist visits, the company needs consumer loyalty through customer satisfaction itself. Table 1 is data on the achievement of the 2023 Sentul Bogor Scouting Earth Unit Visitor target

**Tabel 1**  
**Sentul Scout Earth Unit Visitor Data in 2023**

Target Month of Visitors	Target Month of Visitors	Target Month of Visitors	Target Month of Visitors	Target Month of Visitors
January	600	300	50	Not achieved
February	600	342	57	Not achieved
March	600	361	60	Not achieved
April	600	484	80	Not achieved
May	600	440	70	Not achieved
June	600	565	80	Not achieved
July	600	570	83	Not achieved
August	600	582	90	Not achieved
September	600	601	100	Achieved
October	600	612	100	Achieved
November	600	624	104	Achieved
December	600	640	107	Achieved
Average	600	510	82	Not achieved

Source : Sentul Scouting Earth 2024

From Table 1 the realization of tourist visitors at the Sentul Scouting Earth Unit is 82%. In 2023. From January to August the company did not reach its target, because it experienced a decline in visitors and affected loyalty. This is thought to be because the company has not been able to convert tourists who come for the first time into regular buyers and prevent them from switching to competitors (customer retention), even though the company has made efforts to make consumers loyal, such as providing discounts and special offers to loyal consumers.

Based on the background of the problem that has been outlined, this study aims to gain a deeper understanding of the various factors influencing customer satisfaction and loyalty at Unit Bumi Kepanduan Sentul Bogor. This research focuses on analyzing customer perceptions of their trust and emotions and how these aspects contribute to their satisfaction and loyalty. Furthermore, this study seeks to identify the direct and positive impact of customer trust on their satisfaction, as well as how emotional factors play a role in enhancing customer satisfaction.

Additionally, this study will analyze the direct impact of customer trust on their loyalty and the extent to which customer satisfaction can act as a mediator in this relationship. This is crucial for understanding whether customer satisfaction can strengthen the link between trust and loyalty. Moreover, this research will examine how emotional factors directly influence customer loyalty, both directly and through satisfaction as an intervening variable. Thus, this study is expected to provide a more comprehensive insight into the factors driving customer satisfaction and loyalty, ultimately serving as a strategic decision-making foundation for the management of Unit Bumi Kepanduan Sentul Bogor.

## LITERATURE REVIEW AND RESEARCH FRAMEWORK

### Consumer Loyalty

According to Tjiptono (2019: 100), "it is a situation where consumers have a positive attitude towards the product or producer (service/product provider) and are accompanied by a consistent repeat purchase pattern". According to Kotler and Keller (2016: 138), "consumer loyalty is a commitment that is held consistently. depth of decision and satisfaction in purchasing a product. Meanwhile", according to Sangaji and Sopiah (2014: 105), "defining consumer loyalty is a response that is closely related to a

pledge or promise to uphold the commitment that underlies the continuity of the relationship and is usually reflected in ongoing purchases from the same service provider based on dedication and constraints. pragmatics and keeping consumers happy and loyal is a challenge for companies and the best way to survive the competition”.

### **Consumer Satisfaction**

According to Tjiptono (2019:95), “customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing perceptions of the performance (results) of a product with their expectations”. Meanwhile, according to Umar (2015; 65), “consumer satisfaction is the level of consumer feelings after comparing what they received and their expectations”. According to Kotler and Armstrong (2018: 153), “consumer satisfaction is a feeling of pleasure or disappointment resulting from comparing a product or service regarding its perceived performance”. Based on experts, it can be concluded that consumer satisfaction is the level of consumer feelings after comparing what they received and what they expected.

### **Consumer Confidence**

According to Gurviesz and Korchia (2011)

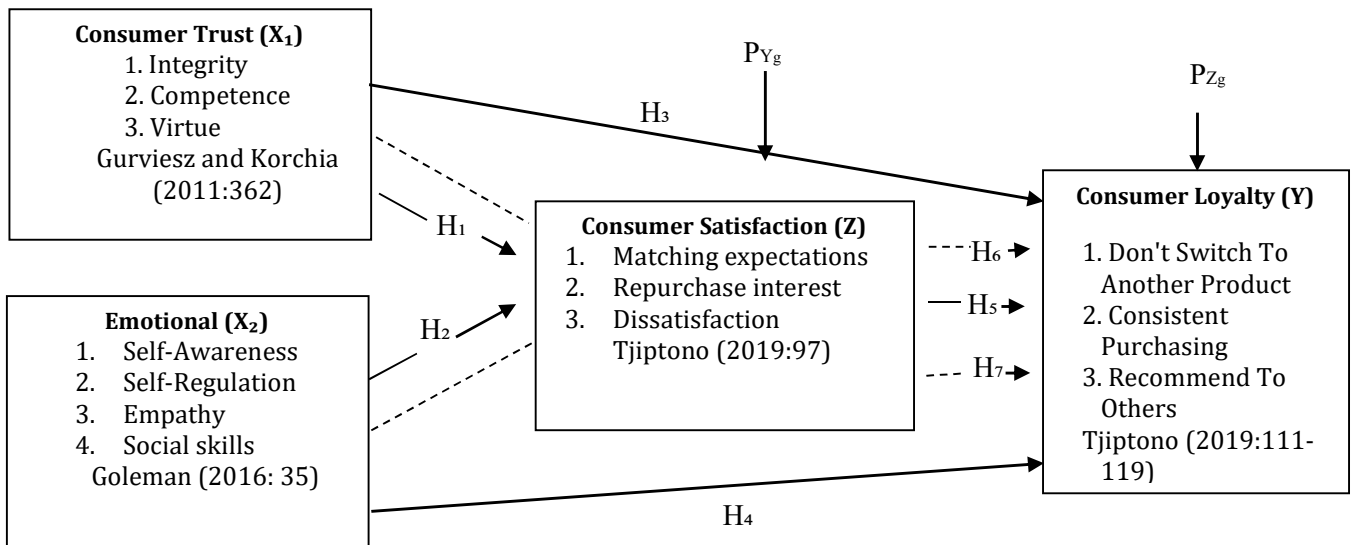
Consumer trust is consumer confidence in a product, service or company. This trust shows that consumers believe the company will fulfill its promises and do the right thing”. According to Luthfi (2011:58) “consumer trust is a willingness to depend on other parties who are trusted by the relationship between an object and its relevant attributes”. Trust arises from a long process until both parties trust each other. According to Kotler and Keller (2016:218) “consumer trust is the company's willingness to rely on business partners”. Consumer trust depends on a number of interpersonal and interorganizational factors, such as company competence, integrity, honesty and kindness.

### **Emotional**

According to Kusuma and Suwitho (2015:27), “emotional states are the nature of the feelings of the heart and mind in a person's behavior in various kinds of emotional and psychological circumstances”. Emotional as a driver of customer satisfaction. Emotional factors owned by consumers also have an important role in creating satisfaction. According to Robbins (2016: 116), “someone with high emotional abilities will be able to know himself, be able to think rationally and behave positively and be able to establish good social relationships because it is based on an understanding of emotions towards other people”. According to Goleman (2016) motional is the ability to recognize one's own emotions, which is a person's ability to recognize their own feelings when they arise and are able to recognize their own emotions if they have high sensitivity to their true feelings and use them to make the right decisions.

### **Research Framework**

Figure 1 is a research framework regarding the influence of consumer trust and emotion on consumer loyalty through consumer satisfaction as an intervening variable, it can be seen as follows:



Source : Constructed for this study, 2024

**Figure 1**  
**Research Framework**

## METHOD

In this research, descriptive methods were used to find out how consumers responded at the Sentul Bogor Scouting Earth Unit regarding consumer trust and emotional consumer loyalty through consumer satisfaction as an intervening variable. Meanwhile, according to Sugiyono (2019:36), "the verification research method is research conducted on a certain population or sample with the aim of testing a predetermined hypothesis". In this research method, we use a verification method to find out how much influence consumer trust and emotion have on consumer loyalty.

Apart from that, in this research the path analysis method was used. According to Setyaningsih (2020), path analysis is a research method which is mainly used to test the strength of direct and indirect relationships between various variables. The path analysis method in this research was used to determine the indirect influence of trust consumer and emotional towards consumer loyalty through consumer satisfaction as an intervening variable. In this research, the exact population of the consumers of the Sentul Bogor Scouting Unit is not known because the Sentul Scouting Earth Unit does not have a database of consumers who have purchased so the population is unknown, so the sampling technique uses a non-probability sampling technique or approach with the accidental sampling method. with a total of 100 respondents, using quantitative data and primary data obtained through a questionnaire, namely distributing a list of questions to consumer respondents at the Sentul Bogor Scouting Earth Unit.xxxx

## RESULTS AND DISCUSSION

Respondents are the consumers who have visited the Sentul Scouting Earth Unit at least twice and respondents who are seen as mature enough to fill out the questionnaire must be at least 17 years old.

### Multiple Linear Regression First Equation

The interpretation of the attached multiple linear regression test results is as follows:

1. Multiple linear regression coefficient of consumer trust, meaning that the consumer trust variable has a positive effect on consumer satisfaction.
2. The Emotional multiple linear regression coefficient has a positive sign, meaning that the emotional variable has a positive effect on consumer satisfaction.

**Table 2**  
**Multiple Linear Regression First Equation**

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	18.946	1.209	
	Consumer Trust	.329	.069	.497
	Emotional	.180	.050	.371

Source: SPSS Statistical Data Processing Results 25.00, 2024

### Determination Coefficient (R<sup>2</sup>) First Equation

To find out how strong or not the relationship is between the consumer trust, emotional and consumer satisfaction variables in the first equation, it can be seen from the following table.

**Table 3**  
**Determination Coefficient (R<sup>2</sup>) First Equation**

<i>Model Summary<sup>b</sup></i>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.833 <sup>a</sup>	.694	.688	1.204

a. Predictors: (Constant), Emotional, Trust

b. Dependent Variable: Consumer Satisfaction

Source: SPSS Statistical Data Processing Results 25.00, 2024

Based on the table, the R value (.833) shows a strong correlation or relationship between exogenous variables (emotional and trust) and endogenous variables (consumer satisfaction). This shows that the predictor variables are significantly related to consumer satisfaction.

The R Square value (.694) or coefficient of determination shows that 69.4% of the variation in consumer satisfaction can be explained by emotional and trust variables. The remaining 30.6% is explained by other factors not included in the model. Adjusted R Square (.688) adjusts the R Square value based on the number of predictors in the model. This value is slightly lower than R Square, indicating an adjustment for model complexity, which still explains approximately 68.8% of the variability in consumer satisfaction. Std. Error of the Estimate (1.204) shows the standard error of the model estimate. The smaller the standard error value, the more accurate the model predictions are in estimating consumer satisfaction.

### Multiple Linear Regression Path Analysis Second Equation

The second equation shows the influence of consumer trust, emotions and consumer satisfaction on consumer loyalty. The results of the analysis based on calculations using SPSS are as follows:

**Table 4**  
**Multiple Linear Regression Second Equation**

Model		Unstandardized Coefficients		Standardized
		B	Std. Error	Coefficients
1	(Constant)	6.261	1.907	
	Consumer Trust	.213	.064	.236
	Emotional	.205	.045	.311
	Consumer satisfaction	.622	.085	.458

Source: SPSS Statistical Data Processing Results 25.00, 2024

Based on table 4, it can be seen that the path coefficient value for the consumer trust variable has a positive sign, namely 0.236, meaning that the consumer trust variable has a positive effect on the consumer loyalty variable. This shows that every time there is an increase in consumer confidence, it is thought that it will be followed by an increase in consumer loyalty. Furthermore, the path coefficient value for the emotional variable has a positive sign, namely 0.311, meaning that the emotional variable has a positive effect on the consumer loyalty variable.

Meanwhile, the path coefficient value for the consumer satisfaction variable has a positive sign, namely 0.458, meaning that the consumer satisfaction variable has a positive effect on the consumer loyalty variable.

### Determination Coefficient (R<sup>2</sup>) Second Equation

The R Square value (.885) shows that 88.5% of the variation in consumer loyalty can be explained by consumer satisfaction, emotional and consumer trust variables. The remaining 11.5% is explained by other variables not included in the model. Adjusted R Square (.881) is slightly lower than R Square, but still shows that this model can explain 88.1% of the variation in consumer loyalty after adjusting for the number of independent variables

**Table 5**  
**Determination Coefficient (R<sup>2</sup>) Second Equation**

<i>Model Summary<sup>b</sup></i>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.941 <sup>a</sup>	.885	.881	1.010

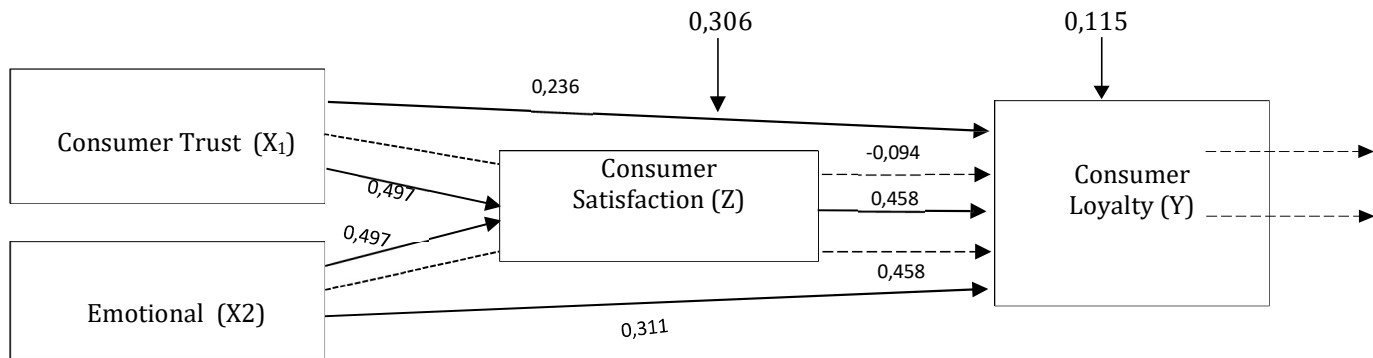
a. Predictors: (Constant), Consumer Satisfaction, Emotional, Consumer Trust

b. Dependent Variable: Consumer Loyalty

Source: SPSS Statistical Data Processing Results 25.00, 2024

### Path Analysis

The equation model is depicted in path diagram mode as follows:



Source : data processed, 2024

**Figure 2**  
**Path Analysis Diagram**

The recapitulation of calculation results for direct, indirect and total effects is as follows :

**Table 6**  
**Path Analysis**

Variable		Koefisien Jalur		
Exogenous	Endogenous	Direct	Indirect	Total
Consumer Trust (X1)	Consumer satisfaction (Z)	0,497		
Emotional (X2)	Consumer satisfaction (Z)	0,371		
Consumer Trust (X1)	Consumer loyalty (Y)	0,236	0,227	0,463
Emotional (X2)	Consumer loyalty (Y)	0,311	0,169	0,54
Consumer satisfaction (Z)	Consumer loyalty (Y)	0,458		

Source : SPSS Statistical Data Processing Results 25.00, 2024

There is a direct influence of consumer trust on consumer satisfaction of 0.497 or 49.7%. There is a direct emotional influence on consumer satisfaction of 0.371 or 37.1%. There is an influence of consumer trust on consumer loyalty both directly and indirectly through consumer satisfaction. amounted to 0.236 or 23.6% and the indirect effect was 0.227 or 22.7%. There is an emotional influence on consumer loyalty both directly and indirectly through consumer satisfaction of 0.311 or 33.1% and an indirect influence of 0.169 or 16.9%.

### Partial Hypothesis Testing (t-test)

In this research, the t test was carried out twice, namely the first and second equations, The first equation shows the influence of Y consumer trust and emotion on consumer satisfaction. The results of the analysis based on calculations using SPSS are as follows:



**Table 7**  
**First Equation t-test**

		<i>Coefficients<sup>a</sup></i>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	18.946	1.209		15.673	.000
	Consumer Trust	.329	.069	.497	4.797	.000
	Emotional	.180	.050	.371	3.586	.001

a. Dependent Variable: Consumer Satisfaction

The consumer trust variable obtained a tcount of 4.797 and a ttable value for  $\alpha = 0.05$  with degrees of freedom  $100-1-1=98$  of 1.661, meaning  $tcount > ttable$  ( $4.797 > 1.661$ ) with a significance of  $0.000 < 0.050$ . So it can be concluded that  $H_{a1}$  is accepted and  $H_{o1}$  is rejected, meaning that consumer trust directly has a positive effect on consumer satisfaction at the Sentul Bogor Scouting Earth Unit.

The Emotional variable obtained a tcount of 3.586 and a ttable value for  $\alpha = 0.05$  with degrees of freedom  $100-1-1=98$  of 1.661, meaning  $tcount > ttable$  ( $3.586 > 1.668$ ) with a significance of  $0.001 < 0.050$ . So it can be concluded that  $H_{a2}$  is accepted and  $H_{o2}$  is rejected, meaning that Emotionalism directly has a positive effect on consumer satisfaction at the Sentul Bogor Scouting Earth Unit.

**Table 8**  
**Second Equation t Test**

		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.261	1.907		3.283	.001
	Consumer Trust	.213	.064	.236	3.325	.001
	Emotional	.205	.045	.311	4.566	.000
	Consumer Satisfaction	.622	.085	.458	7.303	.000

Dependent Variable: Consumer loyalty

Source : SPSS Statistical Data Processing Results 25.00, 2024

The consumer trust variable obtained a tcount of 3.325 and a ttable value for  $\alpha = 0.05$  with degrees of freedom  $100-1-1=98$  of 1.668, meaning  $tcount > ttable$  ( $3.325 > 1.668$ ) with a significance of  $0.011 < 0.050$ . So it can be concluded that  $H_{a3}$  is accepted and  $H_{o3}$  is rejected, meaning that consumer trust directly has a positive effect on consumer loyalty to the Sentul Bogor Scouting Unit.

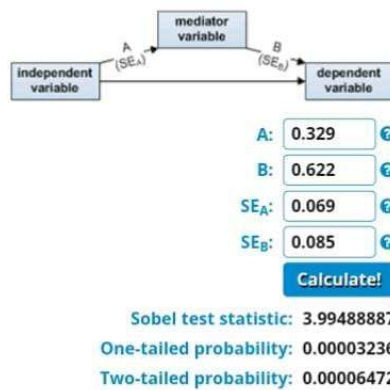
The emotional variable obtained a tcount of 4.566 and a ttable value for  $\alpha = 0.05$  with degrees of freedom  $68-1-1=66$  of 1.668, meaning  $tcount > ttable$  ( $4.566 > 1.668$ ) with a significance of  $0.000 < 0.050$ . So it can be concluded that  $H_{a4}$  is accepted and  $H_{o4}$  is rejected, meaning that emotionality directly has a positive effect on consumer loyalty at the Sentul Bogor Scouting Earth Unit.

The consumer satisfaction variable obtained a tcount of 7.303 and a ttable value for  $\alpha = 0.05$  with degrees of freedom  $68-1-1=66$  of 1.668, meaning  $tcount > ttable$  ( $7.303 > 1.668$ ) with a significance of  $0.012 < 0.050$ . So it can be concluded that  $H_{a5}$  is accepted

and Ho5 is rejected, meaning that consumer satisfaction directly has a positive effect on consumer loyalty at the Sentul Bogor Scouting Earth Unit.

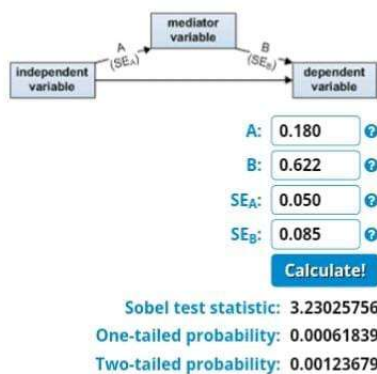
### Sobel Test

Sobel analysis in this research is used to determine the influence of the intervening/mediator variable, namely Z. This Sobel test is carried out by testing the strength of the indirect influence of the exogenous variable (X) on the endogenous variable (Y) through the intervening variable (Z). To test the significance of the indirect effect, calculate the Zcount value of unstandardized Beta ab. The Zcount value is compared with the Ztable value, if Zcount > Ztable then it can be concluded that the mediation effect is significant. The absolute ztable is (1.96). The output results of the Sobel test analysis using SPSS version 25.00 can be seen in the following table:



**Figure 3**  
**Calculate Sobel Test Results for Consumer Trust Variables**

The results of calculating the statistical value of the Sobel test obtained a Zcount value of 3.99. The value of Zcount > Ztable (3.99 > 1.96) with a significance value of 0.000 Ho is rejected and Ha is accepted, so these results prove that consumer trust has an indirect and positive effect on consumer loyalty through consumer satisfaction at the Sentul Bogor Scouting Earth Unit.



**Figure 3**  
**Calculate Sobel Test Results for Emotional Variables**

The results of calculating the statistical value of the Sobel test obtained a Zcount value of 3.23. The value of Zcount > Ztable (3.23 > 1.96) with a significance value of 0.000,

Ho is rejected and Ha is accepted, then these results prove that Emotional has an indirect and negative effect on consumer loyalty through consumer satisfaction at the Sentul Bogor Scouting Earth Unit

### **Direct and Positive Influence of Consumer Trust on Consumer Satisfaction**

Hypothesis testing results for the t test for the consumer trust variable obtained a tcount of 3.170 and a ttable value for  $\alpha = 0.05$  with degrees of freedom  $100-2-1=97$  of 1.661, meaning  $t_{count} > t_{table}$  ( $4.797 > 1.661$ ) with a significance of  $0.000 < 0.050$ . So it can be concluded that Ha1 is accepted and Ho1 is rejected, meaning that consumer trust directly has a positive effect on consumer satisfaction at the Sentul Bogor Scouting Earth Unit. The results of this research show that consumer trust strengthens relationships, reduces uncertainty, and creates loyalty, thereby increasing consumer satisfaction. These results are in line with research conducted by Rahmad et al (2022) showing that trust has a significant effect on consumer satisfaction. Purnama (2019) shows that the Trust variable has a positive and significant influence on the Consumer Satisfaction variable.

### **Direct and Positive Emotional Influence on Consumer Satisfaction**

Based on the results of hypothesis testing, the t-test for the Emotional variable obtained a tcount of 3.586 and a ttable value for  $\alpha = 0.05$  with degrees of freedom  $100-1-1=98$  of 1.661, meaning  $t_{count} > t_{table}$  ( $3.586 > 1.668$ ) with a significance of  $0.001 < 0.050$ . So it can be concluded that Ha2 is accepted and Ho2 is rejected, meaning that Emotionalism directly has a positive effect on consumer satisfaction at the Sentul Bogor Scouting Earth Unit. The results of this research indicate that positive emotions during interactions with brands increase consumer satisfaction by deepening the experience, increasing loyalty, and creating memorable memories. These results are in line with research conducted by Citra (2020) which proves that emotionality has a positive and significant effect on customer satisfaction. Fadhli (2021), proves that emotions have a significant influence on consumer satisfaction.

### **Direct and Positive Influence of Consumer Trust on Consumer Loyalty**

Based on the results of testing the consumer trust variable on consumer satisfaction, it was obtained that the t-count value for the emotional variable was 3,325 which was greater than the t-table value of 1.661 ( $3,325 > 1,661$ ) and a significant value of 0.001 which was smaller than 0.05 ( $0.001 < 0.05$ ). So, Ha2 is accepted and H02 is rejected, which means that emotion partially has a positive and significant effect on consumer satisfaction. The results of this research show that consumer trust has a direct effect on loyalty because it creates a sense of security, strengthens long-term relationships, increases word of mouth recommendations, and is supported by consistent positive experiences. These assumptions and expert opinions are supported by research conducted by Wicaksono (2015) showing that trust has a significant effect on customer loyalty. Bahrudin (2016), shows that trust influences customer loyalty.

### **Direct and Positive Emotional Influence on Consumer Loyalty**

The Emotional variable obtained a tcount of 5.238 and a ttable value for  $\alpha = 0.05$  with degrees of freedom  $100-2-1=97$  of 1.661, meaning  $t_{count} > t_{table}$  ( $4.566 > 1.661$ ) with a significance of  $0.000 < 0.050$ . So it can be concluded that Ha4 is accepted and Ho4 rejected, meaning that emotionality directly has a positive effect on consumer loyalty at the Sentul Bogor Scouting Earth Unit. The results of this research show that emotionality has a direct effect on consumer loyalty because emotional ties create a stronger and more personal

relationship with the brand, increasing a sense of attachment and satisfaction, so that consumers are more likely to be loyal and return to make purchases. These results are in line with research conducted. Research conducted by Jeny (2023) proves that there is a direct positive influence. Emotions have a positive and significant influence on Loyalty. Hashem (2020) shows that Emotionality has a positive and significant effect on Loyalty.

### **Direct and Positive Influence of Consumer Satisfaction on Consumer Loyalty**

The consumer satisfaction variable obtained a tcount of 7.303 and a ttable value for  $\alpha = 0.05$  with degrees of freedom  $100-2-1=97$  of 1.661, meaning  $tcount > ttable$  ( $7.303 > 1.661$ ) with a significance of  $0.000 < 0.050$ . So it can be concluded that  $H_{a5}$  is accepted and  $H_{o5}$  is rejected, meaning that consumer satisfaction directly has a positive effect on consumer loyalty at the Sentul Bogor Scouting Earth Unit. The results of this research show that consumer satisfaction has a direct effect on loyalty because satisfied consumers tend to feel satisfied with their experience, so they are more likely to make repeat purchases and remain loyal to the brand or product. These results are in line with research conducted by Yuningsih et al (2021) showing that there is a positive and significant influence of consumer satisfaction on consumer loyalty. According to Adawiyah (2023), the results of his research show that consumer satisfaction has a positive and significant effect on customer loyalty.

### **Indirect and Positive Influence of Consumer Trust on Consumer Loyalty Through Consumer Satisfaction**

The results of calculating the statistical value of the Sobel test obtained a Zcount value of 3.99. The value of  $Zcount < Ztabel$  ( $3.99 > 1.96$ ) with a significance value of 0.000  $H_o$  is rejected and  $H_a$  is accepted, so these results prove that consumer trust has an indirect and positive effect on consumer loyalty through consumer satisfaction at the Sentul Bogor Scouting Earth Unit. Trust influences loyalty indirectly because consumers who believe in a product or service will feel more satisfied with their experience. This satisfaction ultimately increases the likelihood that consumers will remain loyal to the brand. If consumers are satisfied because their beliefs have been proven correct, loyalty will increase. These results are in line with research conducted by Sony (2020) showing that there is an indirect influence of consumer trust on consumer loyalty through consumer satisfaction. Wulandari, et al (2022) show that the customer trust variable has a significant effect on customer loyalty through satisfaction.

### **Indirect and Positive Emotional Influence on Consumer Loyalty Through Consumer Satisfaction**

The results of calculating the statistical value of the Sobel test obtained a Zcount value of 3.23. The value of  $Zcount < Ztabel$  ( $3.23 > 1.96$ ) with a significance value of 0.000,  $H_o$  is rejected and  $H_a$  is accepted, then these results prove that Emotional has an indirect and negative effect on consumer loyalty through consumer satisfaction at the Sentul Bogor Scouting Earth Unit. The emotional influence on loyalty through consumer satisfaction indicates that emotional attachment, both positive and negative, influences how consumers experience satisfaction. If emotional attachment is stronger and positive, consumers tend to be more satisfied, which then influences loyalty. On the other hand, if emotions are negative, even though consumers feel connected to the brand, these results are in line with research conducted by Ronasih, et al (2021) which proves that emotions have a positive and significant effect on consumer loyalty through consumer satisfaction.

And according to Gunung (2015), it shows that there is an indirect emotional influence on consumer loyalty through consumer satisfaction.

## CONCLUSIONS AND SUGGESTIONS

Consumer loyalty at the Sentul Bumi Scout Unit shows an average rating in the Loyal category, the indicator that has the highest rating is recommending to others, including being in the loyal category. Meanwhile, the statement indicator that has the lowest value is (consistent purchasing). This is because some consumers have sufficient commitment to use the company's services, this shows that the company has provided good service but there is potential to increase consumer trust to make it more consistent.

Consumer satisfaction at the Bumi Penganduan Sentul Bogor Unit shows an average rating in the Satisfied category, the indicator that has the highest rating is conformity to expectations, which is included in the very Satisfied category. Meanwhile, the statement indicator that has the lowest value is (interest in visiting again). This shows that some consumers say they plan to visit again, but not all are sure about these plans.

Consumer trust in the Bumi Scout Unit Sentul Bogor shows the average rating in the Trust category, the indicator that has the highest rating is Competency which is included in the Trust category. Meanwhile, the statement indicator that has the lowest value is (Integrity). This shows that consumers feel that the services provided are in accordance with applicable procedures, but compliance with procedures can be improved to achieve higher trust.

Emotional the Sentul Bogor Scouting Unit shows an average rating in the Good category, the indicator with the highest rating is Empaty, which is in the Good category. Meanwhile, the statement indicator that has the lowest value is (Self-regulation). This shows that despite good initiatives, there is still room for improvement in terms of the effectiveness of the company's services.

Based on the results of the analysis and hypothesis testing of the influence between research variables ; consumer trust, emotionality, consumer satisfaction and consumer loyalty at the Sentul Bogor Scouting Earth Unit, it is concluded that consumer trust and emotionality have a direct and positive effect on consumer satisfaction at the Sentul Bogor Scouting Earth Uni. Consumer trust, emotionality, and consumer satisfaction has a direct and positive influence on consumer loyalty at the Sentul Bogor Scouting Earth Uni. Consumer trust has an indirect and positive effect on consumer loyalty through consumer satisfaction at the Sentul Bogor Scouting Earth Unit, and emotionality has an indirect and positive effect on consumer loyalty through consumer satisfaction at the

Consumer loyalty is included in the loyal category, some consumers do not plan to return to camping at the Sentul Bogor Scouting Earth Unit in the future, this is due to the facilities and services provided, especially in terms of comfort, cleanliness and safety during camping. Therefore, the Sentul Bogor Scouting Unit must provide a good experience that can make consumers more interested in returning. It is hoped that the level of consumer loyalty can increase so that the desire to return is higher. There are still some consumers of the Sentul Bogor Scout Earth Unit who are less interested in making return visits, this is because the service provided is less than satisfactory which creates minimal attraction for consumers to visit again. Companies can be more proactive in building their image through innovative promotional programs, consumer testimonials, or publication of company achievements to increase positive perceptions. Even though emotionality is included in the Good category, the Bumi Scouts Sentul Unit has not been

able to build good relationships with consumers, therefore the company must influence its consumers through good emotional expressions.

For further research, it is suggested to discuss other variables such as product quality, service quality and price.

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