

THE INFLUENCE OF CONSUMER TRUST AND EMOTION ON CONSUMER SATISFACTION IN THE BUMI KEPANDUAN SENTUL BOGOR UNIT

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Abstract

Background - Tourism also has a big influence on the economy of a destination region or country, one of which is camping ground natural tourism. This research examines consumer trust, emotions and consumer satisfaction. The population in this study were consumers of the Sentul Bogor Scouting Earth Unit who had visited at least twice. The sample in this study was 100 respondents. The data collection technique uses a questionnaire whose validity and reliability have been tested. The data analysis technique used is descriptive analytical analysis, multiple linear regression with classical assumption tests. The research results show that 1) Consumer trust and emotions have a positive and significant effect on consumer satisfaction; 2) Consumer trust has a positive and significant effect on consumer satisfaction; 3) Emotions have a positive and significant effect on consumer satisfaction.

Purpose - 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. 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. According to Umar (2015), consumer/tourist satisfaction is the level of consumer feelings after comparing what they received and their expectations. Since 2021-2023, 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. Babakan Madang District has an attractive natural tourist destination and is superior after Puncak-Cisarua. The large number of natural attractions that have Camping Ground 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. Consumer satisfaction is important in the process of purchasing goods or services. Consumer satisfaction is the main trigger for repeating the process of purchasing or using the service. Consumers who are satisfied with a product or service tend to become loyal customers, because they feel that the product or service meets or even exceeds their expectations. Consumer satisfaction is one of the main factors that influence long-term consumer loyalty because satisfied consumers tend to return to buy products or use services from the same company, and recommend them to others. Therefore, maintaining and increasing the level of consumer satisfaction is an important strategy in building strong relationships with customers. Tjiptono (2019) states that consumer/tourist satisfaction is a person's feeling of happiness or disappointment that arises after comparing their perception of the performance (results) of a product with their expectations. According to Tjiptono (2015) factors that influence consumer/tourist satisfaction are product quality, price, emotional factors, trust, and promotion. According to Tjiptono (2015), indicators of consumer/tourist satisfaction are confirmation of expectations, repurchase intentions and dissatisfaction. Factors that influence consumer satisfaction are trust and emotionality. Trust builds strong relationships between brands and consumers, which in turn increases satisfaction. According to Robbins and Judge (2018) Consumer/tourist trust is a positive expectation or expectation that other people will not use words, actions and policies and act opportunistically. Consumers who feel positive emotions, such as happiness, involvement, or affection for a brand or product, tend to be more loyal. These positive emotions can encourage consumers to return to buy the same product or use the same service consistently. According to Kusuma and Suwitho (2015), emotionality is the nature of the feelings of the heart and mind in a person's behavior in various situations.

methodology - The object of this research is consumer trust, emotion and consumer satisfaction at the Sentul Bogor Scouting Earth Unit. The location of this research is Jalan Gunung Batu, Bojong Koneng, Cijayanti, Kec. Babakan Madang, Bogor Regency, West Java 16810. According to Moleong (2017) research design is a guideline or procedure or technique in research planning which aims to build a strategy and produce a blueprint or research model. In this research, the form of research used is descriptive and verification methods with a quantitative approach. According to Sugiyono (2018) explains that descriptive research is carried out to determine the state of independent variables, either only on one variable or more (stand-alone variables or independent variables) without making comparisons of the variables themselves and looking for relationships with other variables. Meanwhile, according to Sugiyono (2018), verification can be interpreted as research conducted on a certain population or sample with the aim of testing a hypothesis. According to Sugiyono (2019) a quantitative approach can be interpreted as a research method on a certain population or sample, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses. Research requires a population as a data source, as for What is meant by population according to Sugiyono (2019), is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn. In addition, according to Morissan (2017), population is a group of elements or elements which can be in the form of humans or individuals, animals, plants, institutions or institutions, groups, documents, events, things, symptoms, or in the form of concepts that are the object of research. . The population in this study were consumers of the Sentul Bogor Scouting Earth Unit. Meanwhile, according to Sugiyono (2017), the sample is part of the characteristics possessed by the population. The population is relatively large, it is impossible for researchers to study the entire population because it is generally constrained by limited time, costs and available personnel, so researchers use samples taken from that population. According to Sugiyono (2017), the sampling technique used in this research is purposive sampling namely a technique for determining samples with certain considerations, such as whether the food/drink business has been around for at least 1 year. The criteria for suitable respondents are respondents who have purchased products at least twice at the Bumi Scout Unit in Sentul and respondents who are considered mature enough to fill out the questionnaire must be at least 17 years old, on the grounds that they are able to make rational product choices. So in this study the author took samples without knowing the population using the Cochran Sugiyono (2019:142) formula calculation. The formula is as follows: $n = \frac{(z^2 pq)}{(e^2)}$ Information : n : minimum sample size z : price in the normal curve for a deviation of 5%, with a value of 1.96 p : 50% chance of being correct = 0.5 q : 50% chance of error = 0.5 e : margin of error 10% By applying this formula, it is known that the samples taken are as follows: $n = \frac{((1.96)^2 (0.5)(0.5))}{(0.10)^2} = 88.8$ $n = 96.04$ rounded to 100 Based on the results of sample calculations using the Cochran formula, the number of samples obtained was 96.04 samples. To be more representative and get more accurate data, it was rounded up to 100 respondents

Findings - Characteristics of consumers at the Bumi Scout Unit in Sentul Bogor, the majority are male (60%), aged 18 to 23 years (48%), last education is SMA/SMK (48%), work as a private employee (44%), income Rp. 1000,000 to Rp. 5000,000 (49%), frequency of visits at least 2 times (100%). Multiple Linear Regression Analysis

The form of the equation in this study was calculated using multiple linear regression analysis. This equation shows the influence of trust and emotion on consumer satisfaction. The calculation results were obtained using IBM SPSS 25, so the results of the multiple linear regression analysis can be seen as follows: Tabel 1 Hasil Perhitungan Kepercayaan konsumen dan emosional terhadap kepuasan konsumen Model Unstandardized Coefficients Standardized Coefficients t Sig. B Std. Error Beta 1 (Constant) .16.873 1.209 15.673 .000 kepercayaan (X1) -.123 .069 .497 4.797 .000 Emotional (X2) -.156 .050 .371 3.586 .001

tabel =1.661 Fhitung =3.09 Sig =0,50 Ftabel =110.145 R =0.833 R2 =0,694 Adjusted R2 =0,688 Alpha (a) =5% Source: Processed data, 2024 Based on Table 1, the multiple linear regression formula is as follows: $Y = 16.873 + 0.123X_1 + 0.156X_2$

Based on the test results, all independent variables were proven positive in the regression equation. This means that the trust regression coefficient (X_1) = 0.123 has a positive sign. This shows that every time an increase in consumer trust occurs, it will be followed by an increase in consumer satisfaction (Y) assuming the emotional variable (X_2) is constant, while the emotional regression coefficient (X_2) = 0.156 has a positive sign. This shows that every time an emotional increase occurs, it will be followed by an increase in consumer satisfaction (Y) assuming the trust variable (X_1) is constant. This analysis is used to find out how much influence the consumer trust and emotional variables have on consumer satisfaction. The results of the correlation coefficient or R value are 0.833 which shows the relationship between the consumer trust (X_1) and emotional (X_2) variables, with consumer satisfaction (Y) having a strong correlation. So it can be concluded that the increasing value of the trust and emotional variables will be followed by an increase in the value consumer satisfaction (Y). The results of the coefficient of determination R square or R2 are 0.694. This shows that the percentage contribution of the influence of consumer trust (X_1), emotional (X_2) on consumer satisfaction (Y) is 69.4%, while the remaining 30.6% is influenced by other variables not examined in this research. The influence of consumer trust and emotions on consumer satisfaction

The results of the F test show that Fcount is 110,145, while Ftabel needs to be calculated using the significance level $\alpha = 0.05$ with degrees of freedom ($dk = n - k - 1$) or $100 - 3 - 1 = 97$. By looking at the results of the degrees of freedom, the Ftabel value is 2.70 so that $F_{count} > F_{table}$ ($24,151 > 2.70$), it can be concluded that H_0 is rejected and H_a is accepted, meaning that consumer trust (X_1), emotional (X_2) simultaneously have a positive and significant effect on consumer satisfaction at the Sentul Bogor Scouting Earth Unit. Supporting research results conducted by Yeolanda (2023) Emotional and Trust have a positive and significant effect simultaneously on consumer satisfaction. Safira (2023) Simultaneously the variables, Trust Emotional have a significant effect on Customer Satisfaction at Hodai All You Can Eat Resto. And according to Mawey (2018), simultaneously Trust and Emotion have a significant effect on Bank SulutGo customer satisfaction. And Junaedi (2020) stated that trust and emotional variables simultaneously have a significant effect on consumer satisfaction at JNE Pekanbaru. The Influence of Consumer Trust on Consumer Satisfaction Based on the results of testing the consumer trust variable on consumer satisfaction, the t-count value for the market orientation variable was 3,201, greater than the t-table value of 1.661 ($4,797 > 1,661$) and a significant value of 0.000 was smaller than 0.05 ($0.000 < 0.05$). So, H_{a1} is accepted and H_{01} is rejected, which means that partially consumer trust has a positive and significant effect on consumer satisfaction. Supporting research results conducted by Rahmad et al (2022) show that consumer trust has a significant effect on customer satisfaction, Purnama (2019) shows that the consumer trust variable has a positive and significant effect on the consumer satisfaction variable. Hasanah et al (2021) Consumer trust has a partial effect on Consumer Satisfaction. And according to Caniagd (2022), consumer trust partially influences consumer satisfaction. Emotional Influence on Consumer Satisfaction Based on the results of testing the emotional variable on consumer satisfaction, it was obtained that the t-count value for the emotional variable was 3,586 which was greater than the t-table value of 1.661 ($3,586 > 1,661$) and a significant value of 0.001 which was smaller than 0.05 ($0.001 < 0.05$). So, H_{a2} is accepted and H_{02} is rejected which means that emotional partiality has a positive and significant effect on consumer satisfaction. Supporting research results conducted by Fadhli (2021), prove that Emotional has a significant influence on consumer satisfaction, by Citra (2020) proves that Emotional has a positive and significant influence on customer satisfaction. And Oktaviani (2014) proves that there is a significant influence of emotion on satisfaction customer

Originality - 1. There is a simultaneous positive and significant influence of consumer trust and emotional influence on consumer satisfaction at the Sentul Bogor Scout Uumi Unit. 2. There is a partial influence of consumer trust which has a positive and significant effect on consumer satisfaction. 3. There is a partial emotional influence that has a positive and significant effect on consumer satisfaction.

Keywords: consumer trust; emotional; consumer satisfaction
