

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

Nuratih Dewi Rahayu¹

¹Management Economy and Business, Universitas Djuanda Bogor, Indonesia ;
¹ratihdewiraha@gmail.com;

Abstract

Background - Tourism is one sector that has the potential to become a source of foreign exchange for the country. Tourism also has a big influence on the economy of a region or destination country, one of which is camping ground natural tourism.

Purpose - This research examines consumer trust, emotions and consumer satisfaction. The population in this study were consumers of the Bumi Kepanduan Sentul Bogor Unit who had visited at least twice. The sample in this study was 100 respondents.

methodology - The data collection technique uses a questionnaire whose validity and reliability have been tested. The data analysis technique used is descriptive descriptive analysis, multiple linear regression with classical assumption tests.

Findings - 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.

Originality - From the hypothesis results, there is an influence of consumer trust on consumer satisfaction and this is confirmed by previous research by Purnama (2019) showing that the Trust variable has a positive and significant influence on the Consumer Satisfaction variable.

Keywords: consumer trust; emotional; consumer satisfaction
