

THE INFLUENCE OF CONSUMER SATISFACTION ON LOYALTY TOWARDS LE MINERALE PRODUCTS

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ABSTRACT

This study aims to analyze the effect of satisfaction on consumer loyalty toward Le Minerale, one of the fastest-growing BDW brands in Indonesia. The research employs a quantitative method using a Structural Equation Modeling approach based on Partial Least Squares (SEM-PLS). The sample consisted of 75 respondents who are active consumers of Le Minerale. The results indicate that all satisfaction and loyalty indicators are valid and reliable. The results demonstrate that consumer satisfaction has a positive and significant effect on consumer loyalty. All measurement indicators were found to be valid and reliable, indicating that satisfaction plays a crucial role in shaping loyal consumer behavior. The findings confirm that satisfied consumers are more likely to engage in repeat purchases, recommend the product to others, and maintain commitment to the brand. This study suggests that companies should prioritize strategies that enhance consumer satisfaction to strengthen long-term loyalty, while future research is encouraged to explore additional variables that may further influence loyalty formation.

Key words: Satisfaction, loyalty, consumers, Le Minerale.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kepuasan terhadap loyalitas konsumen terhadap Le Minerale, salah satu merek air minum dalam kemasan dengan pertumbuhan tercepat di Indonesia. Penelitian ini menggunakan metode kuantitatif dengan pendekatan SEM-PLS. Sampel terdiri dari 75 responden yang merupakan konsumen aktif Le Minerale. Hasil penelitian menunjukkan bahwa semua indikator kepuasan dan loyalitas valid dan reliabel. Hasil penelitian menunjukkan bahwa kepuasan konsumen memiliki pengaruh positif dan signifikan terhadap loyalitas konsumen. Semua indikator pengukuran terbukti valid dan reliabel, menunjukkan bahwa kepuasan memainkan peran penting dalam membentuk perilaku konsumen yang loyal. Temuan ini menegaskan bahwa konsumen yang puas lebih cenderung melakukan pembelian berulang, merekomendasikan produk kepada orang lain, dan mempertahankan komitmen terhadap merek. Studi ini menyarankan penelitian selanjutnya didorong untuk mengeksplorasi variabel tambahan yang mungkin lebih memengaruhi pembentukan loyalitas.

Kata kunci: Kepuasan, loyalitas, konsumen, Le Minerale.

INTRODUCTION

Water is a basic human necessity, and the bottled drinking water (BDW) industry in Indonesia has grown rapidly in line with urbanization, lifestyle changes, and increasing public awareness of health and consumption hygiene (Putri et al., 2025). The development of the BDW market is not only about sales volume but also about the dynamics of consumer perceptions toward brands—how product quality, brand image, and brand trust shape everyday consumption experiences. Customer satisfaction emerges as one of the key indicators that determine whether a product meets or exceeds consumer expectations. This satisfaction often becomes a decisive factor in whether consumers repurchase a product or switch to another brand (Nurfadila & Nurdin, 2021). Understanding the causal chain between product attributes, satisfaction, and consumer behavioral outcomes such as loyalty and recommendation is essential for BDW industry players in designing long-term customer retention strategies (Windyastari & Aini, 2024).

In modern marketing, consumer loyalty is positioned not only as the frequency of repeat purchases but also includes affective (liking), conative (repurchase intention), and cognitive (stable preference) dimensions—all of which are influenced by previous satisfaction experiences (Putri et al., 2025). Consumer satisfaction itself is the result of consumers' evaluation of product performance relative to their expectations; therefore, this variable plays a crucial role in influencing product attributes, brand image, and loyal behavior (Nurfadila & Nurdin, 2021). In BDW marketing, elements such as safety, taste, packaging, and distribution reliability often become strong determinants of satisfaction. When these factors are consistently fulfilled, brand loyalty is formed and remains resistant to competitors' interventions (Putri et al., 2025).

The phenomenon of new brands successfully capturing BDW market share indicates that brand loyalty is not absolute. Loyalty may weaken when external or internal factors affect consumer perceptions (Putri et al., 2025).

At this point, product attributes and brand trust play a crucial role. Brand trust helps retain customers during crises, while product quality shapes direct experiences that generate satisfaction (Syarifah & Dewi, 2023). Research on BDW products in Indonesia has shown patterns in which product quality, brand image, and brand trust directly and indirectly influence loyalty through the mediation of satisfaction. Therefore, research models that examine the satisfaction–loyalty relationship tend to provide a more comprehensive understanding of how customer loyalty is formed ((Windyastari & 'Aini, 2024); (Syarifah & Dewi, 2023)).

Le Minerale is one of the BDW brands that has experienced rapid growth in recent years. This dynamic is interesting because Le Minerale entered the market competing with well-established brands while simultaneously striving to build a strong image (Windyastari & 'Aini, 2024). Quantitative research examining the relationships among product quality, trust, satisfaction, and loyalty toward Le Minerale found that these three independent variables simultaneously have a significant effect on loyalty, and satisfaction serves as a mediating factor linking product attributes and brand trust with loyal consumer behavior (Syarifah & Dewi, 2023). These findings affirm that both new and growing BDW brands can convert positive consumer experiences into long-term commitment by consistently investing in quality and building public trust.

In addition to product and trust factors, several studies also show that social aspects and external issues can moderate the influence of satisfaction on loyalty, suggesting that loyalty should be understood within a broader framework (Putri et al., 2025). In situations where social pressure intensifies, BDW companies that manage to maintain loyalty are typically those capable of ensuring consistent quality while conveying brand messages that remain relevant to the public context. Such actions strengthen trust and sustain positive consumer satisfaction even amid changing external environments (Nurfadila & Nurdin, 2021).

Based on the theoretical overview and empirical findings from BDW studies in Indonesia, this research focuses on directly examining the relationship between satisfaction and loyalty toward Le Minerale products. This study aims to fill the knowledge gap regarding loyalty formation in relatively new but fast-growing brands. Thus, this research seeks to determine the relationship between consumer satisfaction and loyalty toward Le Minerale products.

METHOD

According to Arikunto (2019), a research method is a systematic procedure used to collect, process, analyze, and draw conclusions based on scientific principles. This study employs a quantitative method, as described by (Sugiyono, 2021), which examines specific populations or samples using structured instruments and statistical analysis. The quantitative approach was chosen to test the measurable relationship between consumer satisfaction (independent variable) and consumer loyalty (dependent variable) toward Le Minerale products.

The population in this study consists of all consumers of Le Minerale products in Indonesia. The total sample used in this study consisted of 75 respondents who are active consumers of Le Minerale products from various regions. According to (Hair et al., 2021), in SEM-PLS analysis, the minimum recommended sample size is ten times the number of indicators of the construct with the largest number of indicators or at least between 30 and 100 respondents to ensure proper model estimation. Furthermore, Roscoe (1975), as cited in Sekaran and Bougie (2016), stated that a sample size from 30-500 respondents is considered appropriate for quantitative research.

The data in this study were obtained through an online questionnaire distributed via Google Forms to consumers who had purchased or consumed Le Minerale products. The questionnaire was designed based on relevant indicators derived from theories of consumer satisfaction and loyalty. The research instrument, in the form of a questionnaire, employed a five-point Likert scale (1–5), where a score of 1 indicates “Strongly Disagree” and a score of 5 indicates “Strongly Agree.” According to (Sugiyono, 2021), the Likert scale is used to measure a person’s attitudes, opinions, and perceptions toward observed social phenomena, making it highly suitable for assessing consumer satisfaction and loyalty.

Data analysis in this study was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the aid of SmartPLS version 4 software. According to (Hair et al., 2021), SEM-PLS is a multivariate analysis technique that integrates factor analysis to examine causal relationships between latent variables (variables that cannot be directly measured). As stated by (Ghozali & Latan, 2015), SEM-PLS consists of two main components: the measurement model (outer model) and the structural model (inner model). The measurement model is used to test the relationship between indicators and their constructs (validity and reliability), while the structural model is used to examine the relationships among latent variables.

The questionnaire in this study was developed based on indicators of consumer satisfaction and consumer loyalty variables, which are described in the operational definition of variables as follows:

Table 1. Operational Variables

Variable	Definition	Indicator	Scale
Consumer Satisfaction (X)	Consumer satisfaction is an emotional response to the evaluation of a product or service consumption experience (Tjiptono, 2016).	1. Feeling satisfied 2. Repurchasing the product 3. Recommending the product to others	Likert

		4. Fulfillment of expectations (Kotler&Keller, 2016)	
Consumer Loyalty (Y)	Customer loyalty refers to behavior related to a particular product, including the likelihood of renewing a brand contract in the future, the probability of switching brand support, and the willingness of customers to enhance the positive image of a product (Hasan, 2016).	1. Repeat Purchase 2. Retention 3. Referalls (Kotler & Keller, 2017)	Likert

(Source: Developed by the Researcher, 2025)

Based on the research methods and concepts explained above, the conceptual framework is presented as:

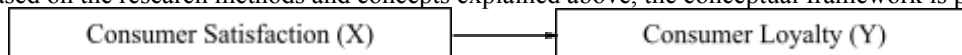


Figure 1. Conceptual framework

RESULTS AND DISCUSSION

RESULTS

The results of this study present the analysis of the outer model and inner model, providing an overview of the relationship between consumer satisfaction and consumer loyalty toward Le Minerale products. The analysis of the outer model and inner model in this study is explained in figure 2.

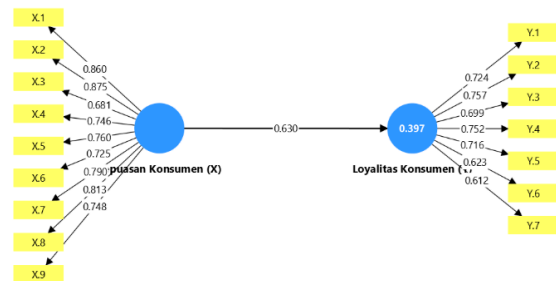


Figure 2. Outer Model

The model in Figure 2 illustrates the results of the validity and reliability tests of this study, in which all questionnaire items were declared valid because they had Outer Loading values greater than 0.6. These results are presented in the following table:

Table 2. Data validation (Outer Loading)

Item	Consumen Satisfaction (X)	Consumen Loyalty (Y)	Remarks
X.1	0,860		Valid
X.2	0,875		Valid
X.3	0,681		Valid
X.4	0,746		Valid
X.5	0,760		Valid
X.6	0,725		Valid
X.7	0,790		Valid
X.8	0,813		Valid
X.9	0,748		Valid
Y.1		0,724	Valid
Y.2		0,757	Valid
Y.3		0,699	Valid
Y.4		0,752	Valid
Y.5		0,716	Valid
Y.6		0,623	Valid
Y.7		0,612	Valid

(Source: Processed data using SmartPLS2025)

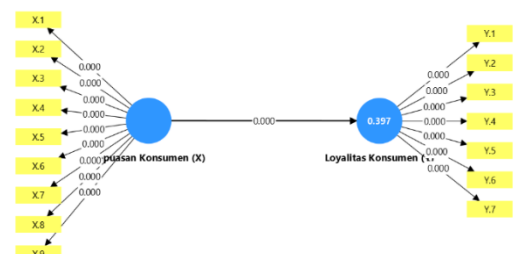
Cronbach's Alpha and Composite Reliability values exceeding the minimum threshold of 0.70, as well as Average Variance Extracted (AVE) values greater than 0.50. This indicates that the instruments used in this study have good

Next, this study conducted a reliability test by comparing the values of composite reliability, Cronbach's Alpha, and Average Variance Extracted (AVE). The results of the reliability test are presented in the following table:

Table 3. Data reliability

Variable	Cronbac h's Alpha	Composite Reliability	AVE	Remarks
Consumen satisfaction (X)	0,919	0,927	0,789	Reliable
Consumen loyalty(Y)	0,839	0,831	0,720	Reliable

(Source: Processed data using SmartPLS, 2025)



internal consistency and are capable of measuring the intended constructs reliably. The customer satisfaction variable (X) with a Cronbach's Alpha value of 0.919, Composite Reliability of 0.927, and AVE of 0.789 is declared reliable. The customer loyalty variable (Y) with a Cronbach's Alpha value of 0.839, Composite Reliability of 0.831, and AVE of 0.720 is also declared reliable. Therefore, all questionnaire items can be considered dependable and appropriate for use in this study.

The next analysis was conducted on the inner model to determine whether there is a relationship between customer satisfaction and customer loyalty toward Le Minerale products. The results are explained as follows:

Table 4. R Square (R2) result

	R Square	R Square Adjusted
Consumer Satisfaction (Y)	0,397	0,388

(Source: Processed data using SmartPLS, 2025)

Based on the table above, it is known that the customer loyalty variable (Y) has an R-Square value of 0.397 and an Adjusted R-Square value of 0.388. This indicates that the customer satisfaction variable (X) is able to explain 39.7% of the variance or changes in the customer loyalty variable, while the remaining 60.3% is influenced by other factors not included in this research model.

Table 5. Result of hypothesis

	Original Sample	Sample Mean	STDEV	T Statistic	P Values
Satisfaction \square Customer loyalty	0,630	0,667	0,056	11,199	0,000

(Source: Processed data using SmartPLS, 2025)

Based on the hypothesis testing results, the T-Statistic value is 11.199, which is much higher than the t-table value (1.96) at a 5% significance level, and the P-Value is 0.000, which is lower than 0.05. This indicates that the effect of customer satisfaction on customer loyalty is statistically significant. Therefore, it can be concluded that customer satisfaction has a positive and significant effect on customer loyalty toward Le Minerale products. This means that the higher the level of customer satisfaction, the higher their loyalty to the product.

DISCUSSION

The results of this study indicate that customer satisfaction has a positive and significant effect on customer loyalty toward Le Minerale products, with an R-Square value of 0.397, meaning that 39.7% of the variance in loyalty can be explained by customer satisfaction. The T-Statistic value of 11.199 and the P-Value of 0.000 indicate a statistically significant effect at the 5% level. This finding reinforces that the higher the level of customer satisfaction with Le Minerale products, the greater their tendency to remain loyal to the brand. This result is consistent with the concept proposed by Kotler and Keller (2016), which states that satisfaction represents an emotional evaluation following a consumption experience that influences repurchase intention. In this study, indicators such as feeling satisfied, willingness to repurchase, and recommending the product to others were proven to be the main factors shaping loyalty, as also explained by Tjiptono (2016).

This finding aligns with previous studies that identified a strong relationship between satisfaction and loyalty in Indonesia's bottled drinking water (AMDK) industry. (Putri et al., 2025) found that satisfaction acts as a crucial mediating variable between brand trust and customer loyalty, where satisfied consumers are more likely to continue using the product despite the presence of market alternatives. Similarly, (Nurfadila & Nurdin, 2021) stated that satisfaction serves as a mediating factor that strengthens the influence of brand image and trust on customer loyalty toward AQUA. A similar pattern was found in Le Minerale products by (Syarifah & Dewi, 2023), who explained that product quality, brand trust, and customer satisfaction significantly affect consumer loyalty. Thus, the findings of this study confirm that the relationship model between satisfaction and loyalty is consistent across various bottled water brands, indicating that a positive consumer experience is crucial in building emotional attachment to a brand.

The relationship between the findings of this study and modern marketing theory further supports the notion that consumer loyalty is not only reflected in repeat purchasing behavior but also includes affective and conative dimensions, as stated by (Putri et al., 2025). Affective loyalty arises from repeated satisfaction experiences that foster trust in the brand, while conative loyalty manifests as a commitment to continue purchasing the product in the future. Windyastari and 'Aini (2024) emphasized that maintaining consistent brand image and product quality can strengthen positive consumer perceptions and foster loyalty that is more resistant to competitive influences. This reinforces the idea that companies need to maintain high product standards and strengthen brand communication so that the satisfaction already established is not easily disrupted by external changes.

This study also emphasizes the importance of brand trust and product quality as indirect determinants of loyalty through satisfaction. (Syarifah & Dewi, 2023) and (Mahmudiana & Farida, 2023) showed that positive perceptions of product quality and brand image contribute to satisfaction, which in turn leads to customer loyalty. In the case of Le Minerale, consumer trust in product safety and the brand image of "healthy and natural" mineral water serve as emotional factors that reinforce loyalty. This view is further supported by Kotler and Keller (2017), who stated that loyalty results from the combination of satisfaction, perceived value, and the emotional connection between consumers and the brand.

CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that consumer satisfaction has a positive and significant effect on consumer loyalty toward Le Minerale products. This finding confirms that satisfaction plays an essential role in shaping loyal consumer behavior. Consumers who are satisfied with the product tend to repurchase, recommend it to others, and maintain their commitment to the brand in a competitive market environment. However, this study also indicates that consumer loyalty is influenced by factors beyond satisfaction alone. Therefore, future research is strongly recommended to incorporate additional variables that may have a stronger and more comprehensive influence on customer satisfaction and loyalty. Variables such as product quality, brand trust, perceived value, brand image, service quality, and customer experience may provide deeper insights into the mechanisms that shape consumer behavior. By expanding the research model, future studies are expected to produce a more robust explanation of customer loyalty formation and contribute to a broader understanding of satisfaction-driven loyalty in the bottled drinking water industry.

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