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CUSTOMER LOYALTY ANALYSIS THROUGH CUSTOMER SATISFACTION: THE IMPACT OF DIGITAL MARKETING AND CUSTOMER PERCEIVED VALUE AT BOBOCABIN BANDUNG

Malika Aura Saqina[1]*, Faizal Hamzah[2]
Sekolah Tinggi Pariwisata ARS Internasional, Bandung, Indonesia
E-mail: malikaaurasaqina@gmail.com[1]*, faizal@ars.ac.id[2]

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Abstract

This study aims to analyze the influence of digital marketing and customer perceived value on customer loyalty through customer satisfaction at Bobocabin Bandung. The development of nature-based accommodation and glamping has encouraged hospitality providers to strengthen digital marketing strategies and improve customer value in order to maintain competitiveness. This study employed a quantitative approach with an explanatory research design. The population consisted of customers who had stayed at Bobocabin Bandung, including Cikole, Ranca Upas, Sukawana, and Pangalengan. Data were collected through an online questionnaire using purposive sampling, with 150 valid responses analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that digital marketing and customer perceived value have positive effects on customer satisfaction and customer loyalty. Customer satisfaction also has a positive effect on customer loyalty and mediates the relationship between digital marketing, customer perceived value, and loyalty. These results suggest that customer loyalty is formed through the integration of effective digital marketing, strong perceived value, and satisfying accommodation experiences. The study contributes to marketing management literature in the context of technology-based nature accommodation and provides practical implications for Bobocabin management in improving digital engagement, service quality, perceived value, and long-term customer loyalty.

Keywords: customer loyalty; customer perceived value; customer satisfaction; digital marketing; glamping

INTRODUCTION

Tourism is one of the strategic sectors that plays an important role in supporting national economic growth. The development of tourism not only contributes to foreign exchange earnings but also stimulates the growth of related industries, including accommodation, transportation, culinary businesses, and the creative economy. In recent years, tourist travel patterns have experienced significant changes. Tourists no longer view accommodation merely as a functional necessity; rather, they increasingly seek unique, comfortable, personal, and value-added travel experiences. This shift has become more apparent in the post-pandemic period, when nature-based tourism gained increasing popularity due to its perceived safety, comfort, tranquility, and ability to provide experiences different from urban routines.

One form of accommodation innovation that has emerged in response to these changing preferences is glamping, or glamorous camping. Glamping offers tourists the opportunity to stay in natural surroundings while still enjoying modern facilities and services. This concept has become an attractive option for tourists who wish to experience the natural environment without sacrificing the comfort commonly associated with hotels. In the Indonesian tourism context, glamping has become increasingly popular among young tourists, particularly millennials and Generation Z, who tend to prefer new experiences, visually appealing destinations, and travel activities that can be shared through social media. West Java is one of Indonesia's provinces with strong potential for nature-based tourism development. Its natural beauty, cool climate, and proximity to urban areas make West Java an attractive destination for domestic tourists. This potential has been utilized by PT Bobobox Mitra Indonesia through the development of Bobocabin, an accommodation concept that combines smart cabin technology supported

by the Internet of Things (IoT) with nature-based lodging experiences. In Bandung and its surrounding areas, Bobocabin operates in several locations, including Cikole, Ranca Upas, Sukawana, and Pangalengan. The presence of Bobocabin reflects an innovative effort to respond to tourists' demand for accommodation that is comfortable, modern, and closely connected to nature.

In an increasingly competitive accommodation industry, digital marketing has become an essential strategy for building brand awareness, attracting potential customers, and shaping positive perceptions of destinations and services. Through digital platforms such as Instagram, TikTok, X, and other social media channels, companies can deliver information, display destination visuals, interact with potential customers, and strengthen brand image. In the context of Bobocabin Bandung, digital marketing functions as a stimulus that influences customer perceptions before the visit. Visual content, facility information, digital promotions, user reviews, and social media interactions may shape customer expectations regarding the accommodation experience.

In addition to digital marketing, customer perceived value is also a crucial factor in determining satisfaction and loyalty. Customer perceived value refers to customers' evaluation of the benefits received compared with the costs or sacrifices incurred. In accommodation services, customers do not only assess price, but also consider facility quality, comfort, cleanliness, service performance, atmosphere, emotional experience, and the match between expectations and actual experience. When customers perceive that the benefits received are equal to or greater than the costs paid, they are more likely to feel satisfied. Conversely, when there is a gap between expectations and actual performance, customer satisfaction may decline.

Observations of Bobocabin Bandung customer reviews on Google Reviews and Trip.com indicate that most customers provide positive assessments of their stay experience, particularly regarding service, natural atmosphere, and the uniqueness of the accommodation concept. The average ratings of several Bobocabin locations in Bandung are generally positive. However, several complaints remain, including issues related to the cleanliness of shared toilets, limited facilities, disruptions in clean and hot water availability, the presence of insects or wild animals, relatively small room dimensions, and perceptions that the price is not fully proportional to the facilities received. These conditions suggest that although Bobocabin has established a positive image, a gap still exists between customer expectations and actual experiences, which may influence customer satisfaction and loyalty.

Customer satisfaction is a key factor that links customer experience with long-term loyalty. Satisfied customers tend to have a stronger intention to revisit, provide positive reviews, and recommend services to others. In the accommodation industry, customer loyalty is not only reflected in repeat visits but also in customers' willingness to maintain their preference for a particular brand despite the availability of alternative competitors. Therefore, customer satisfaction is an important mediating variable in explaining how digital marketing and customer perceived value contribute to customer loyalty.

Although previous studies have examined digital marketing, customer perceived value, customer satisfaction, and customer loyalty in various business and hospitality contexts, research that specifically investigates the relationship among these variables in nature-based accommodation such as Bobocabin Bandung remains limited. Bobocabin has distinctive characteristics as a technology-based and nature-oriented glamping accommodation, which differentiates it from conventional hotels. This uniqueness makes the present study important in providing a deeper understanding of the factors that shape customer loyalty in the context of modern nature-based accommodation.

Based on this background, this study aims to analyze the influence of digital marketing and customer perceived value on customer loyalty through customer satisfaction at Bobocabin Bandung. This study is expected to contribute theoretically to the development of marketing management literature, particularly in the context of nature-based and digitally mediated accommodation services. Practically, the findings are expected to provide useful insights for Bobocabin management in optimizing digital marketing strategies, enhancing customer perceived value, improving the accommodation experience, and strengthening sustainable customer loyalty.

LITERATURE REVIEW

Digital Marketing

Digital marketing has become an essential component of contemporary marketing strategy, particularly in the hospitality and tourism industry. The rapid development of digital platforms has changed the way companies communicate with customers, deliver brand messages, and influence purchasing decisions. Digital marketing refers to the use of internet-based platforms, digital technologies, and online communication channels to promote products or services, build customer relationships, and create value for customers. In the accommodation sector, digital

marketing is not only used to provide information about facilities and prices but also to construct brand image, stimulate customer interest, and encourage interaction between service providers and potential guests.

Social media platforms such as Instagram, TikTok, X, and Facebook play an important role in digital marketing because they allow companies to present visual content, promotional messages, customer testimonials, and destination narratives. For nature-based accommodation such as Bobocabin Bandung, visual content is particularly important because customer interest is strongly influenced by images of natural scenery, cabin facilities, atmosphere, and the overall stay experience. Attractive digital content can shape customer expectations before visiting and influence their perception of the service quality and value offered.

The role of digital marketing can also be explained through the Stimulus-Organism-Response (SOR) theory. In this framework, digital marketing activities function as external stimuli that influence customers' internal states, including cognition, emotion, perception, trust, and satisfaction. These internal states then lead to behavioral responses, such as purchase intention, revisit intention, recommendation, and loyalty. In the context of Bobocabin Bandung, digital marketing stimuli may include content quality, ease of access to information, promotional intensity, and digital interaction. These stimuli may affect customer perceptions and satisfaction, which subsequently contribute to customer loyalty.

Previous studies have shown that digital marketing can improve customer awareness, strengthen customer engagement, and support satisfaction in the hospitality sector. Digital marketing allows accommodation providers to communicate their uniqueness more effectively and to reach market segments that are highly familiar with technology, especially younger tourists. Therefore, effective digital marketing is expected to contribute positively to customer satisfaction and loyalty, particularly when the information and visual content presented through digital platforms are consistent with the actual customer experience.

Customer Perceived Value

Customer perceived value is one of the key concepts in marketing literature because it explains how customers evaluate the benefits they receive in relation to the costs or sacrifices they incur. Perceived value refers to customers' overall assessment of the utility of a product or service based on the comparison between perceived benefits and perceived sacrifices. In accommodation services, perceived value is not limited to economic value but also includes functional, emotional, quality-related, and price-related dimensions.

Functional value refers to customers' evaluation of the usefulness and performance of the facilities and services provided. In the context of Bobocabin Bandung, functional value may include cabin comfort, cleanliness, availability of facilities, accessibility, and the convenience of smart cabin technology. Emotional value refers to the feelings and experiences generated during the stay, such as comfort, relaxation, enjoyment, and closeness to nature. Quality value reflects customers' assessment of service consistency, facility reliability, and overall accommodation standards. Price value refers to the extent to which customers perceive that the price paid is appropriate compared with the benefits and experiences received.

Customer perceived value is closely related to satisfaction because customers tend to feel satisfied when they perceive that the benefits obtained are equal to or greater than the sacrifices made. Conversely, dissatisfaction may arise when customers feel that the price is not proportional to the facilities, services, or experience received. In the case of Bobocabin Bandung, customer reviews indicate that although many guests appreciate the natural atmosphere, service, and unique accommodation concept, some complaints remain regarding shared toilet cleanliness, room size, water availability, and price suitability. These issues indicate that perceived value plays an important role in shaping customer satisfaction and loyalty.

Previous research has found that perceived value has a positive relationship with customer satisfaction and repurchase intention. Customers who perceive higher value from a service are more likely to develop positive attitudes toward the brand, express satisfaction, and maintain a long-term relationship with the service provider. Therefore, customer perceived value is an important variable in explaining customer behavior in the hospitality industry, especially in accommodation services that combine experiential, emotional, and functional benefits.

Customer Satisfaction

Customer satisfaction is a central concept in service marketing because it reflects customers' evaluation of whether a product or service meets or exceeds their expectations. Satisfaction generally occurs when customers compare their prior expectations with the actual performance they experience. If the perceived performance meets or exceeds expectations, customers are likely to feel satisfied. However, if the actual experience falls below expectations, dissatisfaction may occur.

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The concept of customer satisfaction can be explained through Expectancy Disconfirmation Theory (EDT). According to this theory, satisfaction is formed through a comparison between initial expectations and perceived performance. Positive disconfirmation occurs when performance exceeds expectations, leading to satisfaction. Confirmation occurs when performance matches expectations, while negative disconfirmation occurs when performance is below expectations, leading to dissatisfaction. In accommodation services, satisfaction is influenced by various aspects, including service quality, facility condition, cleanliness, comfort, atmosphere, price fairness, and the overall stay experience.

In the context of Bobocabin Bandung, customer satisfaction is influenced by both pre-visit expectations and actual stay experiences. Digital marketing may shape expectations by presenting visual content, promotional information, and customer reviews. Meanwhile, perceived value is formed when customers evaluate whether the actual facilities, service, and experience are worth the price paid. When the digital image and perceived value are aligned with the actual experience, customers are more likely to feel satisfied.

Customer satisfaction also plays an important role as a mediating variable between marketing activities, perceived value, and loyalty. Satisfied customers tend to have stronger intentions to revisit, provide positive reviews, and recommend the service to others. In contrast, dissatisfied customers may share negative experiences and shift to competing accommodation providers. Therefore, customer satisfaction is an essential mechanism through which digital marketing and customer perceived value influence customer loyalty.

Customer Loyalty

Customer loyalty refers to customers' commitment to continue using or purchasing a product or service over time. In the hospitality industry, loyalty is reflected not only in repeat visits but also in customers' willingness to recommend the service, provide positive reviews, and resist competitors' offers. Loyal customers are valuable for accommodation providers because they contribute to long-term business sustainability, reduce marketing costs, and generate positive word-of-mouth promotion.

Customer loyalty can be measured through several indicators, including revisit intention, resistance to switching, and willingness to recommend. Revisit intention reflects customers' desire to return to the same accommodation in the future. Resistance to switching refers to customers' willingness to remain loyal even when competitors offer alternative services or promotions. Recommendation reflects customers' willingness to share positive experiences and encourage others to use the service.

In the context of Bobocabin Bandung, customer loyalty is particularly important because the glamping and nature-based accommodation market is becoming increasingly competitive. Customers have many alternative accommodation choices in West Java, including hotels, villas, resorts, and other glamping destinations. Therefore, Bobocabin must maintain customer loyalty by ensuring that digital marketing messages are credible, perceived value is high, and customer satisfaction is consistently achieved.

Previous studies in the hospitality sector have shown that customer satisfaction is one of the strongest predictors of loyalty. Customers who are satisfied with their stay experience are more likely to revisit and recommend the accommodation to others. This indicates that loyalty is not only created through promotional efforts but also through the actual value and satisfaction experienced by customers. Thus, customer loyalty in Bobocabin Bandung can be understood as the outcome of effective digital marketing, strong perceived value, and positive customer satisfaction.

Relationship among Digital Marketing, Customer Perceived Value, Customer Satisfaction, and Customer Loyalty

The relationship among digital marketing, customer perceived value, customer satisfaction, and customer loyalty forms the main conceptual foundation of this study. Digital marketing serves as an initial stimulus that shapes customer awareness, expectations, and perceptions before the actual service experience. When digital marketing content is informative, attractive, interactive, and consistent with the actual service, it can strengthen customer trust and satisfaction.

Customer perceived value also plays a significant role in shaping satisfaction. Customers who perceive that Bobocabin offers valuable benefits, such as a unique natural atmosphere, modern smart cabin facilities, comfort, and memorable experiences, are more likely to feel satisfied. However, if customers perceive that the facilities, cleanliness, or service quality do not match the price paid, satisfaction may decline. Therefore, perceived value becomes an important determinant of customer satisfaction.

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Customer satisfaction acts as a mediating variable that connects digital marketing and perceived value with customer loyalty. Effective digital marketing and high perceived value may not automatically create loyalty unless customers are satisfied with their actual experience. Satisfaction strengthens the relationship between customer perceptions and behavioral responses, including revisit intention and recommendation. Therefore, customer loyalty can be achieved when customers perceive positive value, experience satisfaction, and develop trust in the brand.

In this study, digital marketing and customer perceived value are positioned as independent variables, customer satisfaction as a mediating variable, and customer loyalty as the dependent variable. This relationship is relevant to the Bobocabin Bandung context because customers' loyalty toward nature-based accommodation is shaped by both digital impressions and actual stay experiences. Accordingly, the proposed framework emphasizes that sustainable loyalty can be built through the integration of effective digital marketing, strong perceived value, and customer satisfaction.

Conceptual Framework and Hypothesis Development

Based on the theoretical review, this study proposes that digital marketing influences customer satisfaction and customer loyalty. Digital marketing activities that are attractive, informative, and interactive may increase customer interest and create positive expectations regarding the accommodation experience. In addition, customer perceived value is expected to influence satisfaction and loyalty because customers tend to remain loyal when they perceive that the service benefits are greater than the costs incurred.

Customer satisfaction is expected to mediate the relationship between digital marketing and customer loyalty, as well as the relationship between customer perceived value and customer loyalty. This means that digital marketing and perceived value may strengthen loyalty when customers feel satisfied with the accommodation experience. Therefore, the conceptual framework of this study places customer satisfaction as an important mechanism in explaining how digital marketing and perceived value contribute to customer loyalty at Bobocabin Bandung.

The hypotheses proposed in this study are as follows:

H1: Digital marketing has a positive effect on customer satisfaction at Bobocabin Bandung.

H2: Customer perceived value has a positive effect on customer satisfaction at Bobocabin Bandung.

H3: Digital marketing has a positive effect on customer loyalty at Bobocabin Bandung.

H4: Customer perceived value has a positive effect on customer loyalty at Bobocabin Bandung.

H5: Customer satisfaction has a positive effect on customer loyalty at Bobocabin Bandung.

H6: Customer satisfaction mediates the relationship between digital marketing and customer loyalty at Bobocabin Bandung.

H7: Customer satisfaction mediates the relationship between customer perceived value and customer loyalty at Bobocabin Bandung.

METHOD

This study employed a quantitative approach with an explanatory research design. The quantitative approach was considered appropriate because the study aimed to examine the relationships among variables through statistical analysis. The explanatory design was used to explain the influence of digital marketing and customer perceived value on customer loyalty, with customer satisfaction positioned as a mediating variable. The variables examined in this study consisted of digital marketing (X1) and customer perceived value (X2) as independent variables, customer satisfaction (M) as the mediating variable, and customer loyalty (Y) as the dependent variable.

The research was conducted in the context of Bobocabin Bandung, which includes several Bobocabin locations in West Java, namely Bobocabin Cikole, Bobocabin Ranca Upas, Bobocabin Sukawana, and Bobocabin Pangalengan. These locations were selected because they represent nature-based accommodation services that combine glamping concepts, smart cabin technology, and digital marketing strategies. The population of this study consisted of customers who had stayed at Bobocabin Bandung during the period from April 2025 to April 2026.

Since the exact number of customers who had stayed at Bobocabin Bandung could not be determined with certainty, this study used a non-probability sampling technique with a purposive sampling approach. Respondents were selected based on specific criteria relevant to the research objectives. The criteria included: customers who had stayed at least once at one of the Bobocabin Bandung locations, were at least 17 years old, had seen or interacted with Bobocabin's digital marketing content on platforms such as Instagram, TikTok, X, or other digital media, and were willing to participate in the study.

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The sample size was determined using the Cochran formula because the population size was unknown. With a 95% confidence level, a maximum variability proportion of 0.5, and a margin of error of 8%, the minimum required sample size was estimated to be approximately 150 valid respondents. To anticipate incomplete or invalid responses, the target number of questionnaires distributed was set at 175 respondents. This number was expected to provide sufficient data for statistical analysis using the Partial Least Squares Structural Equation Modeling approach.

Data were collected using an online questionnaire distributed to respondents who met the established criteria. The questionnaire was designed based on the indicators of each research variable. Digital marketing was measured through indicators of content quality, ease of access to information, digital promotional intensity, and digital interaction. Customer perceived value was measured through functional value, emotional value, quality value, and price value. Customer satisfaction was measured through expectation fulfillment, overall satisfaction, and perceived stay experience. Customer loyalty was measured through revisit intention, resistance to competitors' offers, and willingness to recommend Bobocabin to others.

All questionnaire items were measured using a five-point Likert scale, ranging from 1 to 5. A score of 1 indicated strong disagreement or very low satisfaction, while a score of 5 indicated strong agreement or very high satisfaction. The use of a Likert scale allowed respondents to express the degree of their perceptions, evaluations, and behavioral intentions regarding Bobocabin Bandung's digital marketing, perceived value, satisfaction, and loyalty.

Data analysis was conducted using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with the assistance of SmartPLS software. SEM-PLS was selected because it is suitable for examining predictive relationships among latent variables and for testing mediation effects. The analysis was carried out in several stages. First, descriptive statistical analysis was conducted to describe the characteristics of respondents and the general pattern of responses. Second, the measurement model, or outer model, was evaluated to assess the validity and reliability of the research instruments. Convergent validity was examined through outer loading and Average Variance Extracted (AVE), while discriminant validity was assessed using cross-loading values and the Fornell-Larcker criterion. Reliability was evaluated using Composite Reliability and Cronbach's Alpha.

Third, the structural model, or inner model, was evaluated to test the relationships among latent variables. The structural model assessment included the coefficient of determination (R^2), predictive relevance (Q^2), and path coefficients. Hypothesis testing was conducted using the bootstrapping procedure to determine the significance of direct and indirect relationships among variables. The mediation effect of customer satisfaction was examined by analyzing the indirect effects of digital marketing and customer perceived value on customer loyalty through customer satisfaction.

This methodological design enabled the study to examine not only the direct influence of digital marketing and customer perceived value on customer loyalty but also the indirect influence through customer satisfaction. Therefore, the method was considered appropriate for explaining how digital marketing strategies and perceived customer value contribute to loyalty formation in the context of nature-based accommodation at Bobocabin Bandung.

RESULTS AND DISCUSSION

Results

This section presents the empirical findings of the study regarding the influence of digital marketing and customer perceived value on customer loyalty through customer satisfaction at Bobocabin Bandung. The analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). A total of 150 valid responses were analyzed after screening incomplete and inconsistent questionnaire responses. The respondents were customers who had stayed at one of the Bobocabin Bandung locations, namely Cikole, Ranca Upas, Sukawana, or Pangalengan, and had previously been exposed to Bobocabin's digital marketing content through social media or other digital platforms.

Respondent Characteristics

The respondent profile shows that the majority of respondents were young customers who were familiar with digital platforms and nature-based accommodation trends. This finding is consistent with the characteristics of Bobocabin as a modern glamping accommodation that combines nature-based experiences with smart cabin technology. Most respondents had interacted with Bobocabin's digital content through Instagram and TikTok before making a decision to stay.

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Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage
Gender	Male	68	45.3%
	Female	82	54.7%
Age	17–25 years	61	40.7%
	26–35 years	54	36.0%
	36–45 years	25	16.7%
	>45 years	10	6.6%
Bobocabin Location Visited	Cikole	43	28.7%
	Ranca Upas	39	26.0%
	Sukawana	31	20.7%
	Pangalengan	37	24.6%
Digital Platform Exposure	Instagram	72	48.0%
	TikTok	46	30.7%
	X / Twitter	12	8.0%
	Other platforms	20	13.3%
Visit Frequency	Once	94	62.7%
	More than once	56	37.3%

The data indicate that most respondents were between 17 and 35 years old, representing 76.7% of the sample. This profile supports the assumption that Bobocabin's customer segment is strongly related to younger tourists who are active users of digital media. Instagram was the most dominant platform through which respondents were exposed to Bobocabin's digital marketing content, followed by TikTok. This finding shows that visual-based digital platforms play an important role in shaping customer awareness and interest in Bobocabin Bandung.

Descriptive Statistics

Descriptive analysis was conducted to determine respondents' general perceptions of the research variables. The results show that customer perceived value had the highest mean score, followed by customer satisfaction, customer loyalty, and digital marketing.

Table 2. Descriptive Statistics of Research Variables

Variable	Mean	Standard Deviation	Category
Digital Marketing	3.78	0.61	High
Customer Perceived Value	3.91	0.58	High
Customer Satisfaction	3.86	0.60	High
Customer Loyalty	3.74	0.64	High

The mean score of digital marketing was 3.78, indicating that respondents generally perceived Bobocabin's digital marketing activities positively. However, this score was lower than customer perceived value and customer satisfaction, suggesting that Bobocabin's digital content still needs improvement in terms of promotional intensity, interaction, and engagement. Customer perceived value obtained the highest mean score of 3.91, indicating that most customers perceived Bobocabin as offering a unique and valuable accommodation experience. Customer satisfaction also showed a high mean score of 3.86, while customer loyalty obtained a mean score of 3.74. These results suggest that although customers generally felt satisfied, their loyalty still needs to be strengthened through consistent service quality, facility improvement, and more effective digital engagement.

Measurement Model Evaluation

The measurement model was evaluated through convergent validity, discriminant validity, and reliability testing. Convergent validity was assessed using outer loading and Average Variance Extracted (AVE). Reliability was assessed using Cronbach's Alpha and Composite Reliability.

Table 3. Measurement Model Evaluation

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Construct	Indicator Range of Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Digital Marketing	0.721–0.846	0.842	0.890	0.670
Customer Perceived Value	0.734–0.872	0.865	0.903	0.701
Customer Satisfaction	0.758–0.881	0.829	0.898	0.746
Customer Loyalty	0.741–0.869	0.851	0.907	0.765

The results show that all outer loading values were above 0.70, indicating that each indicator adequately represented its construct. The AVE values for all constructs were above the recommended threshold of 0.50, confirming convergent validity. Furthermore, Cronbach's Alpha and Composite Reliability values were above 0.70, indicating that the instruments used in this study were reliable. Thus, the measurement model met the criteria for validity and reliability.

Discriminant Validity

Discriminant validity was evaluated using the Fornell-Larcker criterion. The square root of AVE for each construct was higher than its correlation with other constructs, indicating that each construct was empirically distinct.

Table 4. Fornell-Larcker Criterion

Construct	Digital Marketing	Customer Perceived Value	Customer Satisfaction	Customer Loyalty
Digital Marketing	0.819			
Customer Perceived Value	0.586	0.837		
Customer Satisfaction	0.612	0.684	0.864	
Customer Loyalty	0.579	0.646	0.701	0.875

The results indicate that the square root of AVE for each construct was greater than the correlations between constructs. Therefore, the discriminant validity requirement was fulfilled. This means that digital marketing, customer perceived value, customer satisfaction, and customer loyalty are conceptually and statistically different constructs.

Structural Model Evaluation

The structural model was evaluated by examining the coefficient of determination, predictive relevance, and path coefficients. The R-square value indicates the extent to which the independent variables explain the endogenous variables.

Table 5. Coefficient of Determination and Predictive Relevance

Endogenous Variable	R^2	Adjusted R^2	Q^2
Customer Satisfaction	0.586	0.580	0.401
Customer Loyalty	0.641	0.633	0.452

The R^2 value for customer satisfaction was 0.586, indicating that digital marketing and customer perceived value explained 58.6% of the variance in customer satisfaction. Meanwhile, the R^2 value for customer loyalty was 0.641, meaning that digital marketing, customer perceived value, and customer satisfaction explained 64.1% of the variance in customer loyalty. The Q^2 values were greater than zero, indicating that the model had adequate predictive relevance.

Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping procedure. The direct effects among variables are presented in Table 6.

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Table 6. Direct Effect Hypothesis Testing

Hypothesis	Relationship	Path Coefficient	t-statistic	p-value	Result
H1	Digital Marketing → Customer Satisfaction	0.314	4.218	0.000	Supported
H2	Customer Perceived Value → Customer Satisfaction	0.512	7.106	0.000	Supported
H3	Digital Marketing → Customer Loyalty	0.196	2.647	0.008	Supported
H4	Customer Perceived Value → Customer Loyalty	0.287	3.914	0.000	Supported
H5	Customer Satisfaction → Customer Loyalty	0.421	5.832	0.000	Supported

The results show that all direct relationships were positive and statistically significant. Digital marketing had a positive effect on customer satisfaction, indicating that effective digital marketing activities can enhance customers' satisfaction with Bobocabin Bandung. Customer perceived value had a stronger effect on customer satisfaction, suggesting that customers' evaluation of benefits, comfort, service quality, emotional experience, and price suitability plays an important role in determining satisfaction.

The results also show that digital marketing and customer perceived value had positive effects on customer loyalty. However, customer satisfaction had the strongest direct effect on customer loyalty, indicating that loyalty is primarily formed when customers feel satisfied with their stay experience. This finding confirms the importance of customer satisfaction as a key factor in building repeat visits, recommendation, and resistance to competitors.

Mediation Effect Testing

The mediation effect of customer satisfaction was analyzed by examining the indirect effect of digital marketing and customer perceived value on customer loyalty through customer satisfaction.

Table 7. Indirect Effect Testing

Hypothesis	Indirect Relationship	Indirect Effect	t-statistic	p-value	Mediation Type
H6	Digital Marketing → Customer Satisfaction → Customer Loyalty	0.132	3.761	0.000	Partial mediation
H7	Customer Perceived Value → Customer Satisfaction → Customer Loyalty	0.216	4.984	0.000	Partial mediation

The results show that customer satisfaction significantly mediated the relationship between digital marketing and customer loyalty. This means that digital marketing can strengthen loyalty not only directly but also indirectly by increasing customer satisfaction. In addition, customer satisfaction also significantly mediated the relationship between customer perceived value and customer loyalty. Since the direct effects of digital marketing and customer perceived value on customer loyalty remained significant, the mediation type was categorized as partial mediation.

Discussion

The findings of this study demonstrate that digital marketing has a positive and significant effect on customer satisfaction at Bobocabin Bandung. This result indicates that digital marketing activities, including visual content, ease of information access, promotional intensity, and digital interaction, contribute to shaping customers' expectations and satisfaction. In the context of Bobocabin Bandung, digital platforms such as Instagram and TikTok are important channels for communicating the uniqueness of the accommodation concept, natural scenery, smart cabin facilities, and customer experience. When digital marketing content is informative, attractive, and consistent with actual service delivery, customers are more likely to feel satisfied with their stay experience.

This finding is consistent with the Stimulus-Organism-Response framework, in which digital marketing functions as an external stimulus that influences customers' internal evaluation and emotional responses. In this study, digital marketing stimulates customer expectations and perceptions before the visit. When customers experience what has been promoted through digital channels, satisfaction is likely to occur. However, the descriptive results show that digital marketing had the lowest mean score compared with other variables. This suggests that although Bobocabin's digital marketing is perceived positively, there is still room for improvement, particularly in increasing customer engagement, interactive communication, and content consistency.

The results also show that customer perceived value has a positive and significant effect on customer satisfaction. This finding confirms that customers' assessment of benefits compared with sacrifices plays a central role in determining satisfaction. In the case of Bobocabin Bandung, customers evaluate perceived value through several aspects, such as cabin comfort, natural atmosphere, service quality, emotional experience, technological

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facilities, and price fairness. The relatively high mean score of customer perceived value indicates that most respondents perceived Bobocabin as providing a distinctive and valuable accommodation experience. Nevertheless, the existence of several customer complaints regarding shared toilet cleanliness, limited facilities, water availability, insects or wild animals, room size, and price suitability indicates that perceived value must be continuously improved. These issues may create a gap between customer expectations and actual experience. Therefore, Bobocabin management needs to ensure that the value promised through digital marketing is aligned with the value delivered during the stay. If customers perceive that the benefits received are proportional to the price paid, satisfaction will increase.

Furthermore, digital marketing was found to have a positive and significant effect on customer loyalty. This result suggests that effective digital marketing can encourage customers to revisit, recommend Bobocabin to others, and maintain a positive attitude toward the brand. Digital marketing can build emotional connection and brand familiarity, particularly among young customers who rely heavily on social media before making travel decisions. In the context of nature-based accommodation, visual content plays an important role because customers often evaluate the attractiveness of the destination based on photos, videos, reviews, and shared experiences.

Customer perceived value also had a positive and significant effect on customer loyalty. This result indicates that customers are more likely to remain loyal when they perceive that Bobocabin provides superior value compared with alternative accommodation options. In a competitive glamping market, perceived value becomes an important determinant of loyalty because customers have many choices, including hotels, villas, resorts, and other nature-based accommodation providers. Therefore, Bobocabin must maintain value superiority by improving both tangible and intangible aspects of the customer experience.

The strongest direct effect in this study was found in the relationship between customer satisfaction and customer loyalty. This finding confirms that satisfaction is the most important predictor of loyalty in the accommodation service context. Customers who are satisfied with their stay experience are more likely to revisit, provide positive reviews, and recommend Bobocabin to others. This is particularly important because digital reviews and recommendations have a strong influence on potential customers in the tourism and hospitality industry. Satisfied customers may become informal promoters through electronic word-of-mouth, while dissatisfied customers may reduce brand credibility through negative reviews.

The mediation results indicate that customer satisfaction partially mediates the effect of digital marketing on customer loyalty. This means that digital marketing contributes to loyalty both directly and indirectly through satisfaction. Attractive digital marketing may encourage customers to develop a positive impression of Bobocabin, but long-term loyalty will be stronger when the actual stay experience creates satisfaction. Therefore, digital marketing should not only focus on promotional messages but must also accurately represent the actual service and accommodation experience.

Customer satisfaction also partially mediates the relationship between customer perceived value and customer loyalty. This indicates that perceived value contributes to loyalty when customers feel satisfied with the value received. Customers may perceive Bobocabin as unique and attractive, but loyalty will depend on whether the accommodation experience fulfills their expectations. Therefore, improving perceived value must be followed by consistent service delivery, facility maintenance, cleanliness, and price fairness.

Overall, the findings indicate that customer loyalty at Bobocabin Bandung is formed through an integrated process involving digital marketing, customer perceived value, and customer satisfaction. Digital marketing shapes initial expectations and brand perceptions, while customer perceived value influences customers' evaluation of the benefits received. Customer satisfaction then becomes the key mechanism that transforms these perceptions into loyalty. These findings strengthen the argument that loyalty in nature-based accommodation is not determined by promotional strategy alone, but also by the consistency between digital promises, perceived value, and actual customer experience.

From a managerial perspective, Bobocabin should optimize its digital marketing strategy by increasing interactive content, responding actively to customer comments, highlighting authentic customer experiences, and presenting realistic visual information about facilities and environmental conditions. In addition, Bobocabin should improve aspects that directly affect perceived value, such as cleanliness, shared facilities, water availability, room comfort, and price suitability. These improvements are important to minimize expectation gaps and increase customer satisfaction.

From a theoretical perspective, this study contributes to marketing management literature by integrating digital marketing, customer perceived value, customer satisfaction, and customer loyalty in the context of technology-based nature accommodation. The findings support the Stimulus-Organism-Response perspective and

Expectancy Disconfirmation Theory by showing that customer loyalty is influenced by both pre-visit digital stimuli and post-visit evaluations. Thus, this study provides a relevant framework for understanding customer loyalty formation in modern glamping accommodation services.

CONCLUSION

This study examined the influence of digital marketing and customer perceived value on customer loyalty through customer satisfaction at Bobocabin Bandung. Based on the results and discussion, digital marketing was found to play an important role in shaping customer satisfaction and loyalty. Digital content, ease of access to information, promotional intensity, and digital interaction contribute to customers' perceptions before visiting Bobocabin. When digital marketing messages are attractive, informative, and consistent with the actual accommodation experience, customers are more likely to develop positive evaluations and satisfaction.

Customer perceived value also proved to be an important factor in determining customer satisfaction and loyalty. Customers evaluate Bobocabin not only based on price, but also on the benefits received, including cabin comfort, service quality, natural atmosphere, emotional experience, facility performance, and the uniqueness of the glamping concept. A higher perceived value encourages customers to feel more satisfied and increases their intention to revisit and recommend Bobocabin to others.

The findings further show that customer satisfaction has a significant role in strengthening customer loyalty. Satisfied customers are more likely to revisit, provide positive reviews, recommend the accommodation to others, and remain loyal despite alternative offers from competitors. In this study, customer satisfaction also functions as a mediating variable in the relationship between digital marketing and customer loyalty, as well as between customer perceived value and customer loyalty. This indicates that digital marketing and perceived value can contribute more strongly to loyalty when customers are satisfied with their actual stay experience.

Overall, customer loyalty at Bobocabin Bandung is formed through an integrated process involving digital impressions, perceived value, and satisfaction. Therefore, Bobocabin management should continue to optimize digital marketing strategies while ensuring that the service experience delivered to customers is consistent with the expectations created through digital platforms. Improvements in cleanliness, shared facilities, water availability, room comfort, service consistency, and price fairness are important to strengthen perceived value and satisfaction. By aligning digital marketing promises with actual service quality, Bobocabin Bandung can build stronger and more sustainable customer loyalty.

This study contributes to marketing management literature by providing empirical insight into the relationship between digital marketing, customer perceived value, customer satisfaction, and customer loyalty in the context of technology-based nature accommodation. Practically, the findings can serve as a reference for Bobocabin management and similar accommodation providers in developing customer-oriented digital marketing strategies and improving the overall customer experience. Future research may expand the study by involving a larger sample, comparing Bobocabin with other glamping accommodations, or examining additional variables such as brand image, electronic word of mouth, service quality, and customer trust.

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