

The Effect of Marketing Mix on Consumer Satisfaction and Loyalty of WildBee Honey in Surabaya City

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Abstract

This study examines the relationships between the marketing mix, consumer satisfaction, and consumer loyalty among WildBee Honey consumers in Surabaya, with particular attention to the mediating role of consumer satisfaction. A quantitative survey approach was employed involving consumers selected through purposive sampling based on the criteria of being at least 17 years old and having purchased and consumed WildBee Honey. Data were collected using a five-point Likert-scale questionnaire and analyzed using IBM SPSS Statistics through validity and reliability tests, classical assumption tests, multiple linear regression, hypothesis testing, and mediation analysis. The findings show that the marketing mix has a positive and significant effect on both consumer satisfaction and consumer loyalty. Consumer satisfaction also has a positive and significant effect on consumer loyalty, and the marketing mix and consumer satisfaction jointly contribute significantly to consumer loyalty. However, the indirect effect of the marketing mix on consumer loyalty through consumer satisfaction is not statistically significant, indicating that consumer satisfaction does not mediate this relationship. Thus, the marketing mix and consumer satisfaction operate as distinct direct determinants of consumer loyalty rather than through a confirmed mediation mechanism. The findings suggest that WildBee Honey should prioritize coordinated improvements in product quality, product accessibility, promotional effectiveness, and service delivery, while strengthening consumer satisfaction as an independent driver of loyalty. This integrated approach provides a more relevant basis for sustaining consumer relationships in the competitive honey market.

Keywords: marketing mix, consumer satisfaction, consumer loyalty, wildbee honey, customer retention

Introduction

Growing public awareness of the importance of maintaining health has driven a shift in consumption patterns toward natural products that are considered safer and more beneficial for the body. One natural product experiencing increased demand is honey, which is known for various health benefits, such as boosting the body's immune system, aiding recovery, and serving as a source of natural nutrition. This condition creates significant opportunities for businesses in the honey industry to develop products and expand their markets. As demand increases, competition among honey producers is also intensifying, requiring companies to implement effective marketing strategies to attract and retain consumers (Mila et al., 2023).

In facing increasingly competitive markets, companies need to implement an appropriate marketing mix to create value for consumers. According to Philip Kotler, the marketing mix is a set of marketing tools that a company uses to achieve its marketing

objectives through the management of product, price, place, promotion, people, process, and physical evidence. Effective implementation of the marketing mix can improve consumers' positive perceptions of the products and services provided by the company. For WildBee honey products, the application of an appropriate marketing strategy is an important factor in building consumer trust, particularly with regard to product quality, price affordability, ease of obtaining the product, and the marketing communications directed at consumers (Nurhayaty, 2022).

Consumer satisfaction is one indicator of a company's success in meeting customer expectations. Consumers who are satisfied with the products and services they receive tend to hold a positive perception of the company and show a tendency toward repeat purchases. In addition, consumer satisfaction plays an important role in shaping consumer loyalty. Consumer loyalty is demonstrated through a commitment to continue using a product, resistance to switching to competing brands, and a willingness to recommend the product to others. Various previous studies indicate that the marketing mix influences consumer satisfaction and loyalty, although research results still vary depending on product characteristics, market conditions, and differing consumer behavior (Amalia et al., 2023).

Previous studies demonstrate different patterns in these relationships. Ahmad Dardiri (2022) reports a significant relationship between the marketing mix and consumer loyalty, while Amzul (2022) identifies a positive relationship between the marketing mix and consumer satisfaction. Dhita et al. (2022) further show that specific marketing-mix elements, particularly product and promotion, together with consumer satisfaction, are significantly related to loyalty. At the behavioral level, Chandra et al. (2024) show that the relationship between satisfaction and repurchase intention differs between loyal and non-loyal consumers. These findings indicate that the contribution of the marketing mix to loyalty is not necessarily uniform across products and consumer groups. Instead, the relative importance of marketing-mix elements and satisfaction depends on the characteristics of the product and the way consumers evaluate their post-purchase experience.

The honey-product context provides a relevant setting for examining these relationships because consumer evaluation involves several marketing considerations simultaneously, including product quality, price appropriateness, product accessibility, promotional information, service, purchasing processes, and physical presentation. For a natural product such as honey, these elements jointly shape the consumer experience before and after purchase. Consequently, consumer responses to a marketing strategy can differ from those observed in other product categories in which purchasing decisions are driven by a narrower set of marketing attributes. Dewi et al. (2023) emphasize that product quality, appropriate pricing, ease of obtaining the product, informative promotion, service, transaction processes, and product presentation contribute to the fulfillment of consumer expectations.

WildBee Honey is one of the honey products marketed in Surabaya City and faces competition from various other honey brands that offer their own product advantages. Under these conditions, the company needs to understand the extent to which implementing the marketing mix can improve consumer satisfaction and loyalty as a means of sustaining the business. The practical challenge for WildBee is therefore not limited to attracting consumers but also to ensuring that the product remains accessible and that purchasing experiences translate into repeat purchase, recommendation, retention, and continued preference for the brand. These consumer-side indicators are particularly relevant because they represent the loyalty outcomes examined in this study. Since the current manuscript does not provide

internal sales-growth or customer-retention figures, the business problem is assessed through these observable marketing and consumer-behavior indicators rather than through unsupported company performance data.

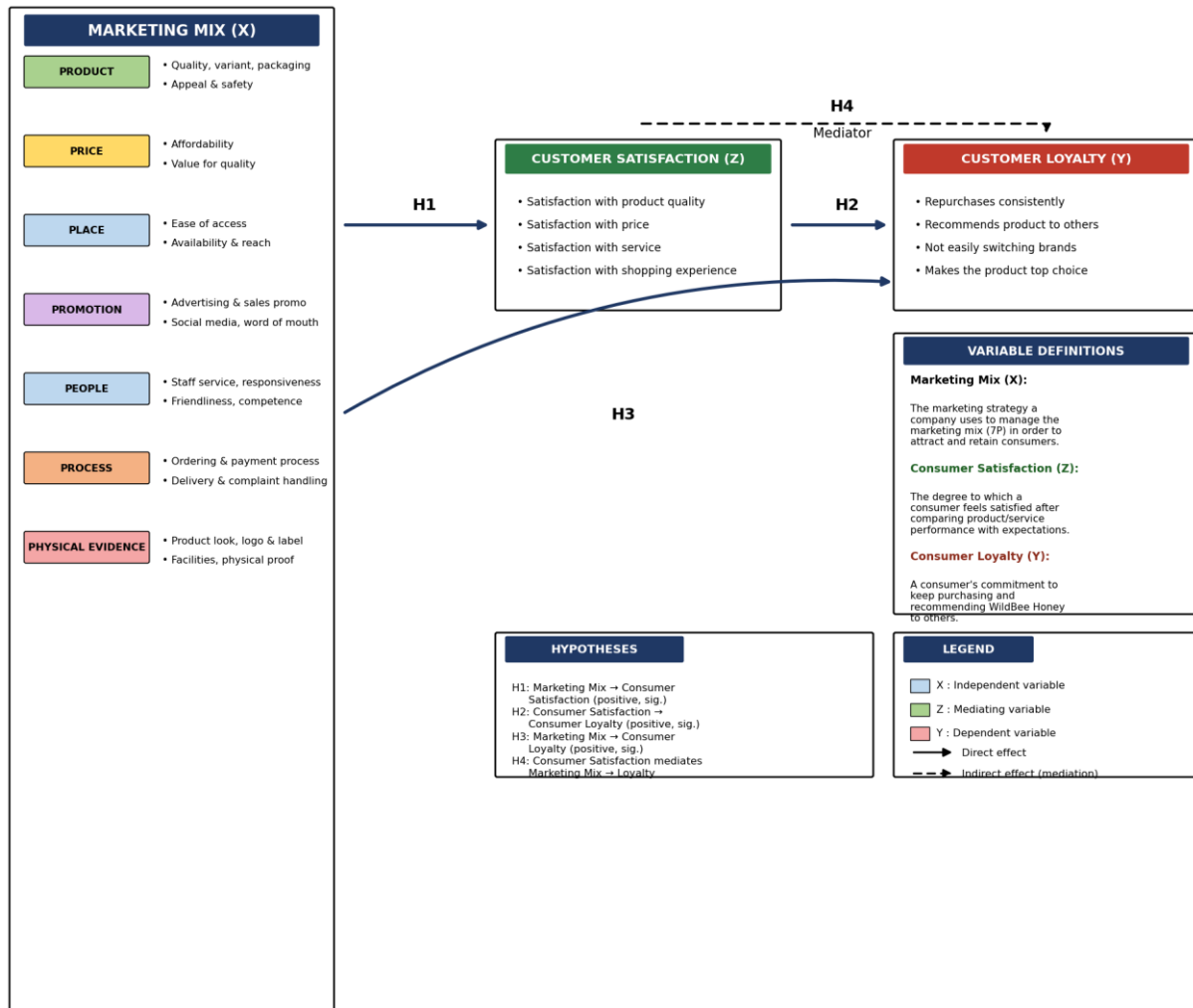
In addition to its practical benefits for the company in formulating more effective marketing strategies, this study contributes to the development of marketing literature, particularly regarding the relationship between the marketing mix, consumer satisfaction, and consumer loyalty in the natural health product industry. The 7P framework provides a comprehensive basis for evaluating how product, price, place, promotion, people, process, and physical evidence collectively relate to consumer responses. An effective configuration of these elements addresses consumer needs through product quality, competitive pricing, ease of access, informative promotion, responsive service, efficient transaction processes, and physical evidence that reinforces consumer confidence (Fisabilillah et al., 2025). These conditions are expected to support consumer satisfaction and loyalty, while the marketing mix can also contribute directly to loyalty through a favorable overall evaluation of the brand.

Despite the growing literature on marketing mix, satisfaction, and loyalty, several issues remain unresolved. Previous studies have frequently examined individual marketing elements or direct relationships between marketing variables and loyalty, whereas evidence regarding the mechanism through which a complete 7P configuration contributes to loyalty remains context dependent. Moreover, studies conducted in retail, housing, or general consumer settings cannot automatically represent consumer responses to natural health products. The present study therefore differs by examining the complete 7P marketing mix among WildBee Honey consumers in Surabaya and by simultaneously assessing its direct relationship with consumer satisfaction and loyalty as well as the proposed indirect relationship through consumer satisfaction. This setting also focuses specifically on consumers who have purchased and consumed the product, allowing the analysis to reflect actual post-purchase evaluations rather than general purchase intentions.

Accordingly, this study aims to examine the relationship between the 7P marketing mix and consumer satisfaction, the relationship between consumer satisfaction and consumer loyalty, the direct relationship between the marketing mix and consumer loyalty, and whether consumer satisfaction statistically mediates the relationship between the marketing mix and consumer loyalty among WildBee Honey consumers in Surabaya.

Conceptual Framework

The conceptual framework of this study illustrates that the marketing mix (X) is hypothesized to influence consumer satisfaction (Z) and consumer loyalty (Y). In addition, consumer satisfaction is also hypothesized to influence consumer loyalty, thereby acting as a mediating variable in the relationship between the marketing mix and consumer loyalty. This model is grounded in marketing theory, which states that an effective marketing strategy creates customer satisfaction, which in turn drives the formation of long-term consumer loyalty.



Main model source: adapted from Kotler & Keller (2016); Tjiptono (2019); Zeithaml, Bitner & Gremler (2018).

Figure 1 Conceptual research mapping of the effect of the Marketing Mix on the satisfaction and loyalty of WildBee Honey consumers in Surabaya City

Marketing Mix and Consumer Satisfaction

The marketing mix represents the set of controllable marketing activities used by a company to create value for consumers through product, price, place, promotion, people, process, and physical evidence. In the WildBee Honey context, these elements determine how consumers evaluate product quality, price appropriateness, accessibility, promotional information, service, purchasing processes, and product presentation. Nurhayaty (2022) emphasizes that the effective implementation of the marketing mix strengthens consumer perceptions of the value delivered by a product.

Consumer satisfaction reflects the degree to which product and service performance meets consumer expectations. Amzul (2022) found a positive relationship between the marketing mix and consumer satisfaction, while Dewi et al. (2023) showed that product quality, appropriate pricing, accessibility, promotion, service, transaction processes, and product presentation contribute to the fulfillment of consumer expectations. Oroh et al. (2023) further explain that effective management of the marketing mix creates customer

value and strengthens satisfaction. These findings establish a clear relationship between the quality of marketing mix implementation and consumer satisfaction.

H1: The marketing mix has a positive and significant effect on consumer satisfaction.

Consumer Satisfaction and Consumer Loyalty

Consumer satisfaction represents consumers' post-purchase evaluation of whether a product and its supporting services meet their expectations. Satisfaction strengthens the consumer's willingness to maintain a relationship with a brand through repeat purchase, recommendation, retention, and continued preference.

Isnanto and Saputro (2024) identify consumer satisfaction as an important determinant of consumer loyalty. Prayogi et al. (2023) also emphasize the importance of satisfaction in shaping loyalty, while Unteawati et al. (2022) show that satisfied consumers demonstrate stronger tendencies toward repeat purchase and recommendation. Ramadhan et al. (2025) further link satisfaction with post-purchase communication and recommendation behavior, while Irawan (2025) associates higher satisfaction with stronger consumer commitment. Therefore, consumer loyalty is strengthened when consumers consistently evaluate their consumption experience positively.

H2: Consumer satisfaction has a positive and significant effect on consumer loyalty.

Marketing Mix and Consumer Loyalty

The marketing mix also establishes a direct relationship with consumer loyalty because consumers evaluate a brand through the total value created by its marketing activities. Product quality, pricing, distribution, promotion, service, process efficiency, and physical evidence shape the consumer experience and influence decisions to continue choosing the same product.

Ahmad Dardiri (2022) reports a positive relationship between the marketing mix and consumer loyalty. Chandra et al. (2024) explain that loyalty is formed through consistently positive customer experiences, while Azwa Fazira Silaen (2025) emphasizes repeat purchase, recommendation, and retention as key expressions of consumer loyalty. Accordingly, an effectively managed marketing mix strengthens the consumer experience and supports continued preference for the brand.

H3: The marketing mix has a positive and significant effect on consumer loyalty.

The Mediating Role of Consumer Satisfaction

The relationship between the marketing mix, consumer satisfaction, and consumer loyalty forms a sequential structure. The marketing mix determines the value received by consumers through product, price, accessibility, promotion, service, process, and physical evidence. Consumer satisfaction represents the evaluation of that value after consumption, while consumer loyalty reflects the consumer's continued behavioral and attitudinal commitment to the brand.

Previous studies establish both stages of this relationship. The marketing mix is positively associated with consumer satisfaction (Amzul, 2022; Oroh et al., 2023), while consumer satisfaction is positively associated with consumer loyalty (Isnanto & Saputro, 2024; Ramadhan et al., 2025). Dhita et al. (2022) also demonstrate the relevance of marketing mix elements and consumer satisfaction in explaining consumer loyalty. These established relationships provide the theoretical basis for testing whether consumer satisfaction transmits

the relationship between the marketing mix and consumer loyalty. The mediation effect must be evaluated through the statistical significance of the indirect effect rather than inferred from the significance of the individual direct paths.

H4: Consumer satisfaction mediates the relationship between the marketing mix and consumer loyalty.

Method

This study employed a quantitative survey approach to examine the relationships among the marketing mix, consumer satisfaction, and consumer loyalty among WildBee Honey consumers in Surabaya City. The population consisted of WildBee Honey consumers residing in Surabaya City. Respondents were selected using purposive sampling based on three criteria: they were at least 17 years old, had purchased and consumed WildBee Honey at least once, and were willing to complete the research questionnaire. Data collection was conducted over a three-month period. The final dataset consisted of 44 valid responses, and all statistical analyses were conducted using these observations. The most complex regression model included two predictors, providing 22 observations for each predictor included in the model. The use of 44 respondents is also consistent with the statistical output reported in the study.

Primary data were collected through questionnaires distributed both in person and online. Responses were measured using a five-point Likert scale ranging from 1, strongly disagree, to 5, strongly agree (Isnanto & Saputro, 2024). The questionnaire consisted of 27 items across three constructs. Marketing mix was measured using 17 items representing the seven dimensions of product, price, place, promotion, people, process, and physical evidence. Consumer satisfaction was measured using five items covering conformity with expectations, product satisfaction, service satisfaction, appropriateness of the purchase decision, and overall satisfaction. Consumer loyalty was measured using five items covering repeat purchase, recommendation, retention, and preference (Ayuni & Kristianto, 2025). The instrument structure reported in the validity test confirms 17 marketing mix items, five consumer satisfaction items, and five consumer loyalty items.

The questionnaire items were formulated in the context of WildBee Honey consumption while retaining the dimensions specified for each construct. The current manuscript does not identify a separate original source for the 17 marketing mix items and does not report a formal pre-test conducted before the main data collection. Therefore, these procedures should not be claimed unless supporting documentation is available. Instrument quality was assessed using validity and reliability tests on the final dataset. All questionnaire items met the validity criterion, while the Cronbach's Alpha results showed that the marketing mix, consumer satisfaction, and consumer loyalty constructs met the reliability criterion applied in this study.

The data were analyzed using IBM SPSS Statistics. The analytical procedures included descriptive statistics, validity and reliability tests, classical assumption tests, linear regression analysis, partial t-tests, simultaneous F-tests, and the coefficient of determination. Path analysis was used to estimate the direct relationships between the marketing mix, consumer satisfaction, and consumer loyalty. The indirect relationship between the marketing mix and consumer loyalty through consumer satisfaction was tested separately using a mediation test. Mediation was concluded only when the indirect effect was statistically significant. The significance of the marketing mix to consumer satisfaction path and the

consumer satisfaction to consumer loyalty path was not used independently as evidence of mediation. All hypothesis tests were evaluated at a significance level of 5% ($\alpha = 0.05$).

Results and Discussion

Instrument Test

Validity Test

Table 1. Validity Test

Item	Variable	Sig. Value	Description
X1	Marketing Mix (X)	0.00	Valid
X2	Marketing Mix (X)	0.00	Valid
X3	Marketing Mix (X)	0.00	Valid
X4	Marketing Mix (X)	0.00	Valid
X5	Marketing Mix (X)	0.00	Valid
X6	Marketing Mix (X)	0.00	Valid
X7	Marketing Mix (X)	0.00	Valid
X8	Marketing Mix (X)	0.00	Valid
X9	Marketing Mix (X)	0.00	Valid
X10	Marketing Mix (X)	0.00	Valid
X11	Marketing Mix (X)	0.00	Valid
X12	Marketing Mix (X)	0.00	Valid
X13	Marketing Mix (X)	0.00	Valid
X14	Marketing Mix (X)	0.00	Valid
X15	Marketing Mix (X)	0.00	Valid
X16	Marketing Mix (X)	0.00	Valid
X17	Marketing Mix (X)	0.00	Valid
Z1	Consumer Satisfaction (Z)	0.00	Valid
Z2	Consumer Satisfaction (Z)	0.00	Valid
Z3	Consumer Satisfaction (Z)	0.00	Valid
Z4	Consumer Satisfaction (Z)	0.00	Valid
Z5	Consumer Satisfaction (Z)	0.00	Valid
Y1	Consumer Loyalty (Y)	0.00	Valid
Y2	Consumer Loyalty (Y)	0.00	Valid
Y3	Consumer Loyalty (Y)	0.00	Valid
Y4	Consumer Loyalty (Y)	0.00	Valid
Y5	Consumer Loyalty (Y)	0.00	Valid

A significance value < 0.05 was obtained, so the research questionnaire is declared to meet the validity criteria.

Table 2 Reliability Test

Variable	Cronbach's Alpha Value	Description
Marketing Mix (X)	0.843	Reliable
Consumer Satisfaction (Z)	0.810	Reliable
Consumer Loyalty (Y)	0.852	Reliable

A Cronbach's Alpha value > 0.6 was obtained, so the research questionnaire is declared to meet the reliability criteria. The entire research questionnaire met the validity and reliability criteria; therefore, the questionnaire can be used to obtain research data for further testing under the classical assumption tests.

Classical Assumption Test

Normality Test

Table 3 Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Predicted Value
N		44
Normal Parameters ^{a,b}	Mean	17.9545455
	Std. Deviation	1.73194014
Most Extreme Differences	Absolute	.128
	Positive	.101
	Negative	-.128
Test Statistic		.128
Asymp. Sig. (2-tailed)		.069 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

The parameter for the normality test is the significance value: if the Asymp. Sig. value is greater than 0.05, the research data is declared normally distributed. Based on the data processing results above, the significance value of 0.069 is greater than 0.05, so the research data is declared normal.

Heteroscedasticity Test

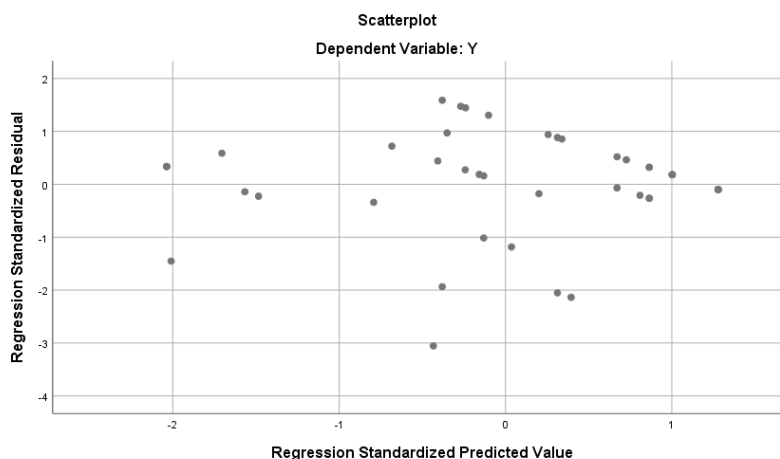


Figure 2 Heteroscedasticity test



Based on the results of the heteroscedasticity test using the Scatterplot method, it is known that the residual points are randomly scattered above and below the 0 mark on the Y-axis and do not form a particular pattern. It can therefore be concluded that the regression model does not exhibit heteroscedasticity, so the regression model is suitable for further testing.

Multicollinearity Test

Table 4 Multicollinearity Test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	-2.799	3.152		-.888	.380		
X	.239	.063	.513	3.822	.000	.649	1.540
Z	.335	.157	.287	2.140	.038	.649	1.540

a. Dependent Variable: Y

The multicollinearity test uses the VIF and tolerance values as parameters: if the VIF value is less than 10.0 and the tolerance value is greater than 0.1, the research data is declared free of multicollinearity. Based on the data processing results above, the VIF value is less than 10.0 and the tolerance value is greater than 0.1, so the research data can be declared free of multicollinearity.

Multiple Regression Test

Table 5 Multiple Regression Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta	T	Sig.
1 (Constant)	-2.799	3.152		-.888	.380
X	.239	.063	.513	3.822	.000
Z	.335	.157	.287	2.140	.038

a. Dependent Variable: Y

The resulting regression equation is:

$$Y = -2.799 + 0.239X + 0.335Z + e$$

The interpretation of the resulting regression equation is as follows:

Based on the regression equation $Y = -2.799 + 0.239X + 0.335Z$, it can be interpreted that the Marketing Mix and Consumer Satisfaction have a positive effect on Consumer Loyalty. Each 1-unit increase in the Marketing Mix will increase Consumer Loyalty by 0.239, assuming other variables remain constant. Likewise, each 1-unit increase in Consumer Satisfaction will increase Consumer Loyalty by 0.335, assuming other variables remain constant.

Partial t-Test

Based on the regression testing above, the following results were obtained:

Based on the results of the t-test, the Marketing Mix variable has a significance value of $0.000 < 0.05$. This shows that the Marketing Mix has a positive and significant effect on Consumer Loyalty. The Consumer Satisfaction variable has a significance value of $0.038 < 0.05$. This shows that Consumer Satisfaction has a positive and significant effect on Consumer Loyalty.

Path Analysis

The path analysis in this study was carried out by combining the two regression paths: the effect of X on Z (Path 1) and the effect of Z on Y (Path 2). This requires both partial tests: the test of the effect of X on Z and the effect of Z on Y. Based on the previous partial t-test data, the result for the effect of Z on Y (Path 2) has already been obtained; the following section therefore presents the partial test of the effect of X on Z (Path 1).

Partial t-Test of the Effect of X (Marketing Mix) on Z (Consumer Satisfaction)

Table 6 Partial t-Test - Effect of X (Marketing Mix) on Z (Consumer Satisfaction)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.763	3.048		.224
	X	.236	.050	.592	.000

a. Dependent Variable: Z

Based on the simple regression analysis, the equation $Z = 3.763 + 0.236X$ was obtained. The t-test results show a significance value of $0.000 < 0.05$. This means that the Marketing Mix has a positive and significant effect on Consumer Satisfaction. Each 1-unit increase in the Marketing Mix will increase Consumer Satisfaction by 0.236.

Sobel-test

Table 7. Sobel Test for the Mediating Role of Consumer Satisfaction

Indirect Path	Indirect Effect	Sobel Standard Error	Sobel Z	p-value	Decision
Marketing Mix → Consumer Satisfaction → Consumer Loyalty	0.0791	0.0407	1.944	0.052	Not Significant

The Sobel test produces a Z-value of 1.944 with a two-tailed p-value of approximately 0.052. Because the p-value is slightly above the 0.05 significance threshold, the indirect relationship between the Marketing Mix and Consumer Loyalty through Consumer Satisfaction is not statistically significant at the 5% level. Therefore, the results do not

provide sufficient statistical evidence to conclude that Consumer Satisfaction mediates the relationship between the Marketing Mix and Consumer Loyalty.

Simultaneous F-Test

Table 8 Simultaneous F-Test (ANOVA)

ANOVAa						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	128.984	2	64.492	22.234	.000b
	Residual	118.926	41	2.901		
	Total	247.909	43			

a. Dependent Variable: Y

b. Predictors: (Constant), X, Z

Based on the results of the F-test in the ANOVA table, an F-calculated value of 22.234 was obtained with a significance level of 0.000. Because the significance value of 0.000 is smaller than 0.05, it can be concluded that the Marketing Mix and Consumer Satisfaction variables jointly have a significant effect on Consumer Loyalty.

Coefficient of Determination Test

Table 9 Coefficient of Determination Test (Model Summary)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.721a	.520	.497	1.70312

a. Predictors: (Constant), X, Z

This test was conducted to determine the percentage of influence of all the independent variables used on the dependent variable in the study. Based on the results above, the R Square value obtained is 0.520, meaning that overall, the variables in this study are able to explain 52% of the variance in the Y variable, Consumer Loyalty. Meanwhile, the remaining 48% may be influenced by other variables outside this study, such as service quality, price, brand image, trust, and others. Based on the results above, the R value is 0.721. According to Sugiyono (2018), a correlation coefficient value of 0.60-0.799 falls into the strong-relationship category; accordingly, since the correlation coefficient in this study falls within that range, the relationship between the variables studied can be categorized as strong.

Discussion

The Effect of the Marketing Mix on Consumer Satisfaction

Based on the results of the regression analysis in the first path test (Path Analysis), a regression coefficient (B) of 0.236, a t-calculated value of 4.762, and a significance value of 0.000 were obtained. This significance value is smaller than the study's significance level ($\alpha = 0.05$), so H1 (the Marketing Mix has a positive and significant effect on Consumer Satisfaction) is accepted. It can therefore be concluded that the Marketing Mix has a positive

and significant effect on the satisfaction of WildBee Honey consumers in Surabaya City (Ahmad Dardiri, 2022). A regression coefficient of 0.236 indicates that each one-unit increase in the marketing mix variable will increase consumer satisfaction by 0.236 units, assuming other variables remain constant. The positive coefficient indicates a relationship in the same direction: the better the implementation of the marketing mix, the higher the level of consumer satisfaction (Amzul, 2022).

This result indicates that consumers give a positive assessment of the marketing strategy implemented by WildBee. Elements of the marketing mix such as honey product quality, appropriate pricing, ease of obtaining the product, informative promotion, good service, a simple transaction process, and appealing product presentation are able to meet consumer expectations, generating a sense of satisfaction after purchase (Dewi et al., 2023). This finding is in line with the theory of (Oroh et al., 2023), which states that the marketing mix is a set of marketing tools a company uses to create value for customers. The more optimally a company manages the 7P of the marketing mix product, price, place, promotion, people, process, and physical evidence the higher consumer satisfaction will be (Oroh et al., 2023). In practical terms, this result indicates that WildBee needs to consistently maintain honey product quality, set competitive prices, expand distribution channels, intensify promotion, and improve service quality in order to sustain consumer satisfaction (Widodo & Setyawan, 2023).

The Effect of Consumer Satisfaction on Consumer Loyalty

The regression analysis results show that the Consumer Satisfaction variable has a regression coefficient of 0.335, a t-calculated value of 2.140, and a significance value of 0.038. Because the significance value is smaller than 0.05, H2 is accepted. It can therefore be concluded that Consumer Satisfaction has a positive and significant effect on Consumer Loyalty (Isnanto & Saputro, 2024). A regression coefficient of 0.335 indicates that each one-unit increase in consumer satisfaction will increase consumer loyalty by 0.335 units. This coefficient value is the largest among the regression coefficients of the other variables, indicating that consumer satisfaction is a very important factor in shaping consumer loyalty (Prayogi et al., 2023). This result shows that consumers who are satisfied with the quality of the product, service, price, or their experience consuming WildBee Honey tend to make repeat purchases, are less likely to switch to competing brands, and are willing to recommend the product to other consumers (Unteawati et al., 2022). This finding is consistent with the theory of (Ramadhan et al., 2025), which states that customer satisfaction is the foundation of customer loyalty. (Ramadhan et al., 2025) examined the relationship between customer satisfaction and word of mouth and found that satisfaction is related to communication activity from customers to others, supporting the use of recommendations as a form of post-purchase behavior (Ramadhan et al., 2025). This shows that consumer satisfaction is related to loyalty behavior, particularly the intention to make repeat purchases, so that the higher the consumer satisfaction, the greater the tendency to maintain the relationship with the company. The higher the level of satisfaction consumers feel, the stronger their commitment to continuing to use the company's products (Irawan, 2025).

The Effect of the Marketing Mix on Consumer Loyalty

Based on the results of the multiple regression analysis, a regression coefficient (B) of 0.239, a t-calculated value of 3.822, and a significance value of 0.000 were obtained. Because

the significance value is smaller than 0.05, H3 is accepted. This means that the Marketing Mix has a positive and significant effect on the loyalty of WildBee Honey consumers in Surabaya City. A regression coefficient of 0.239 indicates that each one-unit increase in the quality of the marketing mix will increase consumer loyalty by 0.239 units, assuming the consumer satisfaction variable remains constant. A Standardized Beta value of 0.513 indicates that the Marketing Mix is the most dominant variable influencing Consumer Loyalty compared to Consumer Satisfaction. This indicates that a marketing mix strategy consisting of honey product quality, appropriate pricing, ease of distribution, informative promotion, and good service is able to create a positive experience for consumers. This positive experience encourages consumers to make repeat purchases and recommend WildBee products to others. This finding supports the theory of (Chaindra et al., 2024), which explains that customer loyalty is formed through positive experiences received continuously. This positive experience stems from a company's ability to meet its consumers' needs and expectations. (Chaindra et al., 2024) examined the relationship between customer satisfaction, adjusted expectations, repurchase intention, and customer loyalty, and found that consumer satisfaction is related to repurchase intention, with the relationship differing between loyal and non-loyal customers (Chaindra et al., 2024). (Azwa Fazira Silaen, 2025) examined the concept of consumer loyalty and showed that recommendation is more closely related to attitude toward the brand, while retention is more strongly predicted by repeat-purchase behavior, thereby supporting the use of repeat purchase, recommendation, and retention as indicators of loyalty behavior. When a company is able to meet consumer expectations through an appropriate marketing mix, high loyalty will be formed (Azwa Fazira Silaen, 2025).

The Role of Consumer Satisfaction in the Relationship between the Marketing Mix and Consumer Loyalty

Based on the path analysis, the marketing mix has a positive and significant effect on consumer satisfaction, with a coefficient of 0.236 and a significance value of 0.000. Consumer satisfaction also has a positive and significant effect on consumer loyalty, with a coefficient of 0.335 and a significance value of 0.038. In addition, the marketing mix retains a positive and significant direct effect on consumer loyalty, with a coefficient of 0.239 and a significance value of 0.000. However, the bootstrapping test shows that the indirect effect of the marketing mix on consumer loyalty through consumer satisfaction is not statistically significant. Therefore, consumer satisfaction is not supported as a mediating variable in the relationship between the marketing mix and consumer loyalty. Consequently, the mediation cannot be classified as partial mediation, even though the individual paths from the marketing mix to consumer satisfaction and from consumer satisfaction to consumer loyalty are statistically significant.

This result demonstrates that consumer satisfaction and the marketing mix contribute to consumer loyalty through separate direct relationships rather than through a statistically confirmed indirect mechanism. In other words, an effective marketing mix contributes directly to consumer loyalty and also increases consumer satisfaction, while higher consumer satisfaction independently contributes to stronger consumer loyalty. The significance of these individual relationships does not establish mediation because mediation requires the indirect effect itself to be statistically significant.

The simultaneous F-test further shows that the marketing mix and consumer satisfaction jointly have a significant effect on consumer loyalty. The coefficient of determination also indicates that the model explains a substantial proportion of the variation in consumer loyalty, while the remaining variation is attributable to factors outside the research model. Accordingly, the explanatory strength of the model is derived from the combined direct contribution of the marketing mix and consumer satisfaction rather than from a significant mediating role of consumer satisfaction.

Dhita et al. (2022), in a study using the seven elements of the marketing mix—product, price, place, promotion, people, process, and physical evidence found that product, promotion, and consumer satisfaction had significant relationships with loyalty, while consumer satisfaction also showed a direct positive relationship with consumer loyalty. These findings support the present study in demonstrating the importance of both marketing-mix elements and consumer satisfaction in explaining loyalty, but they should not be interpreted as evidence that consumer satisfaction necessarily mediates the relationship between the marketing mix and loyalty (Dhita et al., 2022).

For WildBee Honey, the findings indicate that strengthening consumer loyalty requires two parallel managerial priorities. First, the company needs to maintain an effective marketing mix through product quality, appropriate pricing, accessible distribution, relevant promotion, responsive service, efficient processes, and convincing physical evidence. Second, consumer satisfaction must be managed as an independent driver of loyalty by ensuring that consumer expectations are consistently met. Because the indirect effect is not significant, improvements in consumer satisfaction should not be assumed to automatically transmit the effect of the marketing mix into loyalty. Instead, both the marketing mix and consumer satisfaction need to be managed directly and simultaneously to strengthen consumer loyalty.

Conclusion

This study concludes that the marketing mix has a positive and significant effect on both consumer satisfaction and consumer loyalty, while consumer satisfaction also has a positive and significant effect on consumer loyalty. These findings confirm the importance of product, price, place, promotion, people, process, and physical evidence in strengthening consumers' evaluation of WildBee Honey and sustaining their loyalty (Ahmad Dardiri, 2022). Consumer satisfaction also remains an important direct determinant of loyalty, as satisfied consumers demonstrate stronger commitment to continued product use (Yulita et al., 2024). However, the mediation test does not support the indirect effect of the marketing mix on consumer loyalty through consumer satisfaction. Therefore, consumer satisfaction functions as a direct predictor of loyalty rather than as a mediating mechanism in this study.

From a practical perspective, WildBee should manage the marketing mix and consumer satisfaction as two complementary strategic priorities. Product quality, appropriate pricing, product accessibility, informative promotion, responsive service, efficient purchasing processes, and consistent product presentation should be strengthened to support consumer loyalty directly. At the same time, service quality and overall consumption experience should be maintained to strengthen consumer satisfaction and subsequent loyalty (Fisabilillah et al., 2025).

This study is limited to WildBee Honey consumers in Surabaya and uses a relatively small sample, which limits the broader generalization of the findings. Future research should

involve larger samples, broader geographical settings, and different natural-product categories. Further studies should also examine additional determinants of loyalty, such as brand trust, customer experience, perceived value, and brand image, and apply bootstrapping-based mediation analysis to provide a more robust assessment of indirect relationships.

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