

**ANALISIS NILAI PELANGGAN TERHADAP KEPUASAN DAN
LOYALITAS KONSUMEN PADA PRODUK MIE INSTAN YANG
DIKLAIM SEHAT**

INTISARI

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Konsumsi mie instan yang tinggi di Indonesia menyebabkan munculnya kekhawatiran mengenai dampak mie instan yang buruk bagi kesehatan. Kekhawatiran tersebut ditunjukkan oleh adanya perubahan perilaku konsumen yang lebih memilih produk makanan yang berorientasi kesehatan. Hal tersebut mendorong perusahaan makanan menciptakan produk makanan instan sehat sehingga mie instan dengan klaim sehat banyak beredar dipasaran diantaranya mie instan lemonilo, supermi nutrimi, tropicana slim shirataki *noodle*, *organic center* mie, mie ladang lima, dan mie ashitaki. Namun, minat konsumen untuk mengkonsumsi mie instan yang diklaim sehat tergolong rendah. Karenanya diperlukan analisa mengenai pengaruh nilai pelanggan terhadap kepuasan serta dampaknya pada loyalitas dalam menggunakan produk mie instan yang diklaim sehat. Peneliti menggunakan teknik *purposive sampling* dalam pengambilan sampel serta metode yang digunakan yaitu *Structural Equation Modeling* (SEM) dengan pendekatan *Partial Least square* (PLS). Hasil dari penelitian ini didapatkan bahwa nilai pelanggan yang paling berpengaruh setelah menggunakan produk mie instan yang diklaim sehat adalah nilai altruisme dengan nilai *loading factor* sebesar 0,828 dan nilai pelanggan berpengaruh signifikan terhadap kepuasan konsumen dan loyalitas konsumen produk mie instan yang diklaim sehat. Dari temuan ini, rekomendasi bagi produsen untuk mempertahankan konsumen produk mie instan yang diklaim sehat diantaranya melakukan pemantauan dan pengembangan agar manfaat dari produk yang mereka tawarkan sesuai dengan kebutuhan konsumen dan mempertahankan hubungan dengan konsumen melalui produk yang ditawarkan agar konsumen tetap loyal dalam menggunakan produk mie instan yang diklaim sehat, karena mengonsumsi mie instan yang diklaim sehat sesuai dengan tujuan konsumen dalam menjaga kesehatan.

Kata kunci: kepuasan, klaim sehat, loyalitas, nilai pelanggan, *partial least square-structural equation modeling*.

CUSTOMER VALUE ANALYSIS OF CONSUMER SATISFACTION AND LOYALTY IN INSTANT NOODLE PRODUCTS THAT CLAIM TO BE HEALTHY

ABSTRACT

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The high consumption of instant noodles in Indonesia has led to concerns about the bad impact of instant noodles on health. This concern is demonstrated by changes in consumer behavior who prefer health-oriented food products. This has encouraged food companies to create healthy instant food products so that many instant noodles with healthy claims are circulating on the market, including lemonilo instant noodles, supermi nutritimi, tropicana slim shirataki noodles, organic center noodles, ladang lima noodles, and ashitaki noodles. However, consumer interest in consuming instant noodles which are claimed to be healthy is relatively low. Therefore, analysis is needed regarding the influence of customer value on satisfaction and its impact on loyalty in using instant noodle products that are claimed to be healthy. Researchers used a purposive sampling technique in taking samples and the method used was Structural Equation Modeling (SEM) with a Partial Least Square (PLS) approach. The results of this research show that the most influential customer value after using instant noodle products that are claimed to be healthy is the value of altruism with a loading factor value of 0.828 and customer value has a significant effect on consumer satisfaction and consumer loyalty for instant noodle products that are claimed to be healthy. From these findings, recommendations for producers to maintain consumers of instant noodle products that are claimed to be healthy include monitoring and developing so that the benefits of the products they offer are in line with consumer needs and maintaining relationships with consumers through the products offered so that consumers remain loyal in using instant noodle products. which is claimed to be healthy, because consuming instant noodles which are claimed to be healthy is in accordance with consumer goals in maintaining health.

Keywords: customer value, healthy claim, loyalty, partial least squares-structural equation modeling, satisfaction.