

INTISARI

Pupuk NPK Non subsidi yang didistribusikan secara luas dan cukup beragam memberikan lebih banyak pilihan bagi petani untuk memilih produk pupuk NPK non subsidi yang akan digunakan dalam kegiatan pertanian. Penelitian ini bertujuan untuk mengetahui (i) pengaruh citra merek dan kepercayaan merek terhadap kepuasan konsumen, (ii) pengaruh citra merek dan kepercayaan merek terhadap loyalitas konsumen, dan (iii) pengaruh kepuasan konsumen terhadap loyalitas konsumen pupuk NPK non subsidi pada petani bawang merah. Penelitian kuantitatif ini dilakukan dengan menggunakan metode *non-probability* sampling dengan teknik *convenience sampling*. Jumlah responden dalam penelitian ini sebanyak 100 petani bawang merah yang menggunakan pupuk NPK non subsidi dengan merek Mutiara dan Phonska Plus minimal sebanyak dua kali. Analisis data dilakukan dengan *Structural Equation Modelling-Partial Least Square (SEM-PLS)*. Hasil penelitian ini menunjukkan bahwa (i) citra merek dan kepercayaan merek secara langsung berpengaruh positif terhadap kepuasan konsumen, (ii) citra merek secara langsung berpengaruh positif terhadap loyalitas konsumen, sedangkan kepercayaan merek tidak berpengaruh terhadap loyalitas konsumen, (iii) kepuasan konsumen secara langsung berpengaruh positif terhadap loyalitas konsumen, serta kepuasan konsumen sebagai variabel mediasi dari citra merek dan kepercayaan merek memberikan pengaruh positif dan signifikan terhadap loyalitas konsumen pupuk NPK non subsidi pada petani bawang merah di Kabupaten Bantul. Produsen perlu menjaga kekuatan identitas merek, karakteristik perusahaan, kualitas layanan kios, dan kualitas persepsi merek pupuk NPK non subsidi. Evaluasi yang perlu diperhatikan mengenai beberapa aspek yang perlu diperhatikan seperti memperhatikan penawaran khusus, mempertimbangkan karakteristik produk yang sesuai dengan kebutuhan petani, dan meningkatkan jaminan ketersediaan stok produk di kios pertanian. Petani diharapkan dapat saling bertukar informasi dan pengetahuan dalam penggunaan pupuk NPK non subsidi tepatnya merek Mutiara dan Phonska Plus dalam pengambilan keputusan pada budidaya bawang merah.

Kata kunci: citra merek, kepercayaan merek, kepuasan konsumen, loyalitas konsumen

ABSTRACT

The widely distributed Non-subsidized NPK fertilizers which are quite diverse give more options for farmers to choose from which they want to use in their farming activities. This study aims to determine (i) the influence of brand image and brand trust on consumer satisfaction, (ii) the influence brand image and brand trust on brand loyalty, and (iii) the effect of consumer satisfaction on brand loyalty of non-subsidized NPK fertilizer on shallot farmers. This quantitative research was conducted by using a non-probability sampling method with convenience sampling technique. The number of respondents in this study was 100 shallot farmers who use non-subsidized NPK fertilizer with the Mutiara and Phonska Plus brands at least twice. Data analysis was done with Structural Equation Modelling-Partial Least Square (SEM-PLS). The results of this study show that (i) brand image and brand trust directly have a positive effect on consumer satisfaction, (ii) brand image directly positively affects brand loyalty, while brand trust does not affect brand loyalty, (iii) consumer satisfaction directly has a positive effect on brand loyalty, as well as consumer satisfaction as a mediating variable of brand image and brand trust has a positive and significant influence on brand loyalty of non-subsidized NPK fertilizer to onion farmers in Bantul Regency. Manufacturers need to maintain the strength of brand identity, company characteristics, kiosk service quality, and non-subsidized NPK fertilizer brand perception quality. Evaluations that need to be considered regarding several aspects that need to be considered such as paying attention to special offers, considering product characteristics that suit the needs of farmers, and increasing the guarantee of product stock availability at agricultural kiosks. It is expected that farmers can exchange information regarding the use of non-subsidized fertilizer especially Mutiara and Phonska Plus in order to conclude best decisions in cultivating shallot plants.

Keywords: brand image, brand trust, customer satisfaction, brand loyalty.