



## INTISARI

Seiring dengan meningkatnya jumlah pemilik hewan peliharaan di Indonesia, konsumen dihadapkan pada beragam pilihan makanan hewan dengan variasi harga dan kualitas. Meskipun konsumen Indonesia cenderung sensitif terhadap harga, keputusan pembelian makanan hewan tidak semata-mata didasarkan pada harga terendah, melainkan pada manfaat yang dirasakan, khususnya terkait kesehatan dan kenyamanan produk. Oleh karena itu, penelitian ini bertujuan untuk menguji pengaruh atribut pemilihan makanan hewan peliharaan yang meliputi reputasi merek, harga, komposisi bahan dan nutrisi, persepsi kesehatan, dan kenyamanan terhadap kepuasan pelanggan, serta pengaruh kepuasan pelanggan terhadap loyalitas pelanggan makanan hewan peliharaan di Indonesia.

Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner. Pengambilan sampel dilakukan dengan metode non-probability sampling terhadap 325 responden pemilik hewan peliharaan berusia di atas 18 tahun yang memiliki pengalaman membeli makanan hewan dalam kurun waktu enam bulan terakhir. Data penelitian dianalisis menggunakan Partial Least Squares–Structural Equation Modeling (PLS-SEM) dengan bantuan perangkat lunak SmartPLS.

Hasil penelitian menunjukkan bahwa reputasi merek, harga, komposisi bahan dan nutrisi, persepsi kesehatan, dan kenyamanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Di antara seluruh atribut yang diuji, persepsi kesehatan memiliki pengaruh paling kuat terhadap kepuasan pelanggan, diikuti oleh atribut kenyamanan. Selanjutnya, kepuasan pelanggan terbukti berpengaruh sangat kuat dan signifikan terhadap loyalitas pelanggan, yang tercermin dalam niat pembelian ulang, keberlanjutan penggunaan merek, serta kecenderungan merekomendasikan produk kepada pihak lain.

Kata kunci: makanan hewan, reputasi merek, harga, komposisi bahan dan nutrisi, persepsi kesehatan, kenyamanan, kepuasan pelanggan, loyalitas pelanggan.



## ***ABSTRACT***

Along with the increasing number of pet owners in Indonesia, consumers are faced with a variety of pet food choices with varying prices and quality. Although Indonesian consumers tend to be price-sensitive, pet food purchasing decisions are not solely based on the lowest price, but rather on perceived benefits, especially related to the health and comfort of the product. Therefore, this study aims to examine the influence of pet food selection attributes which include brand reputation, price, ingredient and nutritional composition, perceived healthfulness, and comfort on customer satisfaction, as well as the effect of customer satisfaction on pet food customer loyalty in Indonesia.

The research method used is a quantitative approach with a survey method through the distribution of questionnaires. Sampling was carried out using the non-probability sampling method on 325 respondents who owned pets over the age of 18 who had experience buying pet food in the last six months. The research data was analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the help of SmartPLS software.

The results show that brand reputation, price, ingredient and nutrient composition, perceived healthfulness, and comfort have a positive and significant effect on customer satisfaction. Among all the attributes tested, perceived healthfulness had the strongest influence on customer satisfaction, followed by the attribute of comfort. Furthermore, customer satisfaction has proven to have a very strong and significant effect on customer loyalty, which is reflected in the intention to repurchase, the sustainability of brand use, and the tendency to recommend products to others.

**Keywords:** pet food, brand reputation, price, ingredient and nutrition composition, perceived healthfulness, comfort, customer satisfaction, customer loyalty.