

## **PENGARUH KESADARAN MEREK, PERSEPSI KUALITAS, DAN CITRA MEREK YOGHURT TERHADAP LOYALITAS KONSUMEN**

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### **INTISARI**

Tingkat persaingan industri yoghurt di Indonesia semakin kompetitif. Persaingan industri yoghurt diikuti oleh perusahaan nasional dan multinasional dengan berbagai merek. Merek menjadi salah satu faktor pembelian konsumen pada suatu produk. Tujuan dari penelitian ini adalah untuk mengukur persepsi kualitas, kesadaran merek, dan citra merek pada loyalitas merek. Citra merek selain berpengaruh pada loyalitas merek, juga merupakan variabel mediasi pengaruh persepsi kualitas pada loyalitas merek, serta pengaruh kesadaran merek pada loyalitas merek. Jenis penelitian termasuk dalam penelitian kuantitatif dengan tipe eksplanatif. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah responden sebanyak 160 responden. Analisis yang digunakan adalah analisis jalur dengan *software* SPSS 24. Hasil penelitian menunjukkan bahwa secara langsung terdapat pengaruh positif dan signifikan persepsi kualitas, kesadaran merek, dan citra merek pada loyalitas merek. Hasil penelitian juga menunjukkan bahwa secara tidak langsung persepsi kualitas melalui citra merek mempunyai pengaruh positif dan signifikan pada loyalitas merek, serta secara tidak langsung kesadaran merek melalui citra merek mempunyai pengaruh positif dan signifikan pada loyalitas merek. Citra merek secara keseluruhan memediasi secara parsial.

(Kata kunci: Yoghurt, Kesadaran Merek, Persepsi Kualitas, Citra Merek, Loyalitas Merek)

**EFFECT OF BRAND AWARENESS,  
PERCEIVED QUALITY, AND BRAND IMAGE OF YOGHURT  
TO CUSTOMER LOYALTY**

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**ABSTRACT**

The level of competition in the yogurt industry in Indonesia is increasingly competitive. Yogurt industry competition is followed by national and multinational companies with various brands. Brand is one of the factors for consumer purchases of a product. This research was conducted by measuring perceived quality, brand awareness, and brand image on brand loyalty. Brand image in addition to influencing brand loyalty, is also a mediator variable of the effect of perceived quality on brand loyalty, as well as the influence of brand awareness on brand loyalty. This type of research is included in quantitative research with an explanatory type. The sampling technique used purposive sampling with the number of respondents as many as 160 respondents. The analysis used is path analysis with SPSS 24 software. The results show that there is a direct significant effect of perceived quality, brand awareness, and brand image on brand loyalty. The results also show that indirectly perceived quality through brand image has a significant influence on brand loyalty, and indirectly brand awareness through brand image has a significant influence on brand loyalty. Brand image mediates partially.

(Keywords: Yogurt, Perceived Quality, Brand Awareness, Brand Image, Brand Loyalty)