

Analisis Faktor Yang Mempengaruhi Customer Brand Loyalty Pada National Brand Dan Private Brand Dalam Produk Sembako = Analysis Of Factors Influencing Customer Brand Loyalty In National Brand And Private Brand In Groceries Products

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Abstrak

Private brand muncul seiring permintaan konsumen pada produk yang lebih murah dan memiliki kualitas yang memenuhi ekspektasi. Dalam kondisi ekonomi yang sering kali tidak menentu, konsumen cenderung mencari cara untuk memaksimalkan nilai pembelian mereka, yang sering kali berarti beralih dari national brand yang lebih mahal ke private brand yang ditawarkan oleh peritel. Faktor ini diperkuat oleh peningkatan kepercayaan konsumen terhadap kualitas produk private brand, yang telah mengalami perbaikan signifikan seiring waktu. Penelitian ini diadakan untuk menganalisis faktor yang mempengaruhi customer brand loyalty pada private brand dan national brand dengan fokus pada produk sembako. Survei dilakukan terhadap 460 responden lalu hasilnya dianalisis menggunakan metode Partial Least Square-Structural Equation Modelling. Hasil analisis menunjukkan bahwa adanya perbedaan faktor pendahulu customer brand loyalty yang dipengaruhi oleh customer trust dan customer satisfaction pada kedua kelompok pembeli. Perceived product quality tidak berpengaruh signifikan terhadap customer satisfaction pada private brand dan perceived service quality tidak berpengaruh signifikan terhadap customer satisfaction dalam national brand. Baik pada kedua kelompok, perceived cost tidak berpengaruh signifikan terhadap customer brand loyalty.

.....Private brands emerge as consumers demand products that are cheaper and have quality that meets expectations. In an often uncertain economic environment, consumers tend to look for ways to maximize the value of their purchases, which often means switching from more expensive national brands to private brands offered by retailers. This factor is reinforced by increased consumer confidence in the quality of private brand products, which has experienced significant improvements over time. This research was conducted to analyze the factors that influence customer brand loyalty to private brands and national brands with a focus on basic food products. The survey was conducted on 460 respondents and the results were analyzed using the Partial Least Square-Structural Equation Modeling method. The results of the analysis show that there are differences in the antecedents of customer brand loyalty which are influenced by customer trust and customer satisfaction in the two groups of buyers. Perceived product quality does not have a significant effect on customer satisfaction in private brands and perceived service quality does not have a significant effect on customer satisfaction in national brands. In both groups, perceived cost does not have a significant effect on customer brand loyalty.