

ABSTRAK

Pada tahun 2018 pertumbuhan produk-produk dalam negeri sudah mulai berkembang, banyak produk-produk yang mampu bersaing di pasar nasional maupun internasional. Industri makanan dan minuman merupakan satu dari lima sektor industri prioritas dalam pelaksanaan revolusi industri keempat. Salah satu perusahaan yang bergerak dibidang industri makanan dan minuman nasional adalah anak perusahaan dari Salim Group, yaitu PT. Indofood Sukses Makmur Tbk. Visi PT. Indofood Sukses Makmur adalah menjadi perusahaan *total food solutions*.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *awareness of manufacturer's name* terhadap *brand loyalty*, melalui *product-quality perception* (*product quality infereces extrinsic cues and product quality inferences intrinsic cues*), *perceived risk* (*financial-functional risks and psychological-social risk*), *price-value perception* (*price sensitivity and value sensitivity*), dan *brand attitude*. Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *brand attitude* sehingga meningkatkan *brand loyalty* yang pada akhirnya akan meningkatkan kesetiaan merek dari perusahaan Indofood.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 135 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, berdomisili di Surabaya, mengetahui produk-produk yang ditawarkan Indofood, pernah melakukan pembelian dan menggunakan produk Indofood sebanyak tiga sampai empat kali selama dua bulan terakhir, pernah berbelanja produk lainnya selain Indofood (seperti wings, unilever, dll).

Hasil penelitian menunjukkan bahwa *Awareness of Manufacturer's Name* berpengaruh signifikan terhadap *Product-Quality Perception made from Extrinsic Cues* dengan koefisien regresi sebesar 0.939; *Awareness of Manufacturer's Name* berpengaruh signifikan terhadap *Product-Quality Perception made from Intrinsic Cues* dengan koefisien regresi sebesar 0.919; *Awareness of Manufacturer's Name* berpengaruh signifikan terhadap *Financial-Functional Risk* dengan koefisien regresi sebesar 0.607; *Awareness of Manufacturer's Name* berpengaruh signifikan terhadap *Psychological-Social Risk* dengan koefisien regresi sebesar 0.836; *Awareness of Manufacturer's Name* berpengaruh signifikan terhadap *Price Sensitivity* dengan koefisien regresi sebesar 0.673; *Awareness of Manufacturer's Name* berpengaruh signifikan terhadap *Value Sensitivity* dengan koefisien regresi sebesar 0.808; *Product-Quality Perception made from Extrinsic Cues* berpengaruh signifikan terhadap *Brand Attitude* dengan koefisien regresi sebesar 0.713; *Product-Quality Perception made from Intrinsic Cues* dengan koefisien regresi sebesar 0.137; *Financial-Functional Risks* dengan koefisien regresi sebesar 0.002; *Psychological-Social Risk* dengan koefisien regresi sebesar 0.017; *Price Sensitivity* dengan koefisien regresi sebesar 0.018; *Value Sensitivity* dengan koefisien regresi sebesar 0.012 berpengaruh tidak signifikan terhadap *Brand Attitude*; *Brand Attitude* berpengaruh signifikan terhadap *Brand Loyalty* dengan koefisien regresi sebesar 0.923.

Kata kunci: *awareness of manufacturer's name brand loyalty, product-quality perception, financial-functional risk, psychological-social risk, price sensitivity, value sensitivity, dan brand attitude*

ABSTRACT

In 2018 the growth of domestic products has begun to develop, many products are able to compete in national and international markets. The food and beverage industry is one of the five priority industrial sectors in the implementation of the fourth industrial revolution. One of the companies engaged in the national food and beverage industry is a subsidiary of the Salim Group, namely PT. Indofood Sukses Makmur Tbk. Vision of PT. Indofood Sukses Makmur is a total food solutions company.

This study aims to determine how the influence of the awareness of manufacturer's name on brand loyalty, through product quality quality (product quality extrinsic cues and product quality in intrinsic cues), perceived risk (financial risks and psychological social risk), price value perception and price sensitivity, and brand attitude. The expected benefit of this research is to increase the repertoire of knowledge in the field of management, especially how much influence brand attitude has on increasing brand loyalty which will ultimately increase the brand loyalty of the Indofood company.

This research is a causal study. The research method used is a quantitative method by processing data using AMOS. Data collection was carried out by distributing questionnaires to 135 respondents with characteristics of male and female respondents aged 18-60 years, domiciled in Surabaya, knowing the products offered by Indofood, having purchased and used Indofood products three to four times over the past two months, ever shop for other products besides Indofood (such as wings, unilever, etc.).

The results showed that Awareness of Manufacturer's Name had a significant effect on Product-Quality Perception made from Extrinsic Cues with a regression coefficient of 0.939; Awareness of Manufacturer's Name has a significant effect on Product-Quality Perception made from Intrinsic Cues with a regression coefficient of 0.919; Awareness of Manufacturer's Name has a significant effect on Financial-Functional Risk with a regression coefficient of 0.607; Awareness of Manufacturer's Name has a significant effect on Psychological-Social Risk with a regression coefficient of 0.836; Awareness of Manufacturer's Name has a significant effect on Price Sensitivity with a regression coefficient of 0.673; Awareness of Manufacturer's Name has a significant effect on Value Sensitivity with a regression coefficient of 0.808; Product-Quality Perception made from Extrinsic Cues has a significant effect on Brand Attitude with a regression coefficient of 0.713; Product-Quality Perception made from Intrinsic Cues with a regression coefficient of 0.137; Financial-Functional Risks with a regression coefficient of 0.002; Psychological-Social Risk with a regression coefficient of 0.017; Price Sensitivity with a regression coefficient of 0.018; Value Sensitivity with a regression coefficient of 0.012 has no significant effect on Brand Attitude; Brand Attitude has a significant effect on Brand Loyalty with a regression coefficient of 0.923.

Key Words: awareness of manufacturer's name brand loyalty, product-quality perception, financial-functional risk, psychological-social risk, price sensitivity, value sensitivity, and brand attitude