

ABSTRAK

Industri makanan dan minuman saat ini berkembang dengan pesat seiring dengan perkembangan zaman, hal ini tentu saja berdampak semakin kompetitifnya persaingan dalam pasar makanan dan minuman. Sehingga saat ini banyak sekali rumah makan yang didirikan di pusat kota. D'cafesera merupakan salah satu industri yang bergerak di bidang makanan dan minuman di Surabaya tentu saja bukan menjadi salah satu industri makanan dan minuman yang berdiri di Surabaya. Dimana masih banyak pesaing-pesaing pula yang terus berlomba-lomba menawarkan keunggulan produknya kepada masyarakat di Indonesia. Hal ini tentu saja menjadi peringatan besar bagi D'cafesera Surabaya agar dapat terus bertahan didalam persaingan pasar yang semakin ketat.

Penelitian ini ditujukan untuk menganalisa pengaruh *Customer Authenticity Perception* terhadap *Brand Loyalty* melalui *Brand Awareness*, *Brand Image* dan *Perceived Quality* pada produk D'cafesera di Surabaya. Dengan menggunakan pendekatan kuantitatif dengan teknik analisis *Structural Equation Model* (SEM) dan *software* AMOS 22.0. Kuesioner disebarakan kepada 105 responden sebagai sampel dimana karakteristik responden yakni terdiri dari pria dan wanita pada rentang usia 18-65 tahun, konsumen yang berdomisili di Surabaya, sudah pernah membeli dan mengkonsumsi produk D'cafesera dalam enam bulan terakhir, serta mengetahui karakteristik yang dimiliki produk-produk D'cafesera.

Hasil penelitian menunjukkan bahwa variabel *Customer Authenticity Perception* berpengaruh signifikan terhadap *Brand Awareness*, variabel *Customer Authenticity Perception* berpengaruh signifikan terhadap *Brand Image*, variabel *Customer Authenticity Perception* berpengaruh signifikan terhadap *Perceived Quality*, variabel *Brand Awareness* berpengaruh signifikan terhadap *Brand Loyalty*, variabel *Brand Image* berpengaruh tidak signifikan terhadap *Brand Loyalty* dan variabel *Perceived Quality* berpengaruh signifikan terhadap *Brand Loyalty*.

Kata kunci : *Customer Authenticity Perception, Brand Awareness, Brand Image, Perceived Quality, D'cafesera*

ABSTRACT

Food and beverage industry is currently growing rapidly with the development of the times, this is of course the impact of increasingly competitive competition in the food and drink market. So nowadays there is a restaurant set up in the city center. D'cafesera is one of the food and beverage industries in Surabaya, of course, not one of the food and beverage industries that stood in Surabaya. Where there are still many competitors-also who continue to compete offer products to the public in Indonesia. This is of course a great spirit for D'cafesera Surabaya in order to continue to survive in the increasingly fierce market competition.

This research is aimed to analyze the influence of Customer Authenticity Perception on Brand Loyalty through Brand Awareness, Brand Image and Perceived Quality on D'cafesera products in Surabaya. Using a quantitative approach with analytical techniques. (SEM) and AMOS 22.0 software. Questionnaires were distributed to 105 respondents as samples in which the respondent characteristics of males and females at 18-65 years old, consumers domiciled in Surabaya, had already purchased and consumed D'cafesera products in the last six months, and features owned by D ' cafesera.

The result of the research shows the difference of consumer perception toward brand perception, Customer Perception Perception variable significantly to Brand Image, Perception Variable of Customer Substance Significant to Perceived Quality, Brand Awareness Variable Increase to Brand Loyalty, Brand Image variable No significant attitude to Brand Loyalty and Variable Perceived Quality with significant to Brand Loyalty.

Keywords: Customer Authenticity Perception, Brand Awareness, Brand Image, Perceived Quality, D'cafesera.