

ABSTRAK

Persaingan industri air minum dalam kemasan (AMDK), khususnya merek lokal di Kota Tanjungpinang, semakin meningkat sehingga perusahaan dituntut untuk membangun kepercayaan merek, menjaga kualitas produk, serta meningkatkan kepuasan konsumen agar mampu menciptakan loyalitas pelanggan. Meskipun merek Sanford memiliki persepsi yang baik di kalangan konsumen, masih terdapat konsumen yang bersikap netral maupun beralih ke merek lain, sehingga perlu diketahui faktor-faktor yang memengaruhi loyalitas konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh *brand trust* dan kualitas produk terhadap loyalitas konsumen dengan kepuasan konsumen sebagai variabel *intervening* pada produk air minum dalam kemasan merek Sanford di Kota Tanjungpinang. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik *purposive sampling* terhadap 96 responden yang pernah membeli produk Sanford minimal tiga kali. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan *Partial Least Squares-Structural Equation Modeling (PLS-SEM)* dengan bantuan perangkat lunak *SmartPLS 4*. Hasil penelitian menunjukkan bahwa *brand trust*, kualitas produk, dan kepuasan konsumen berpengaruh positif dan signifikan terhadap loyalitas konsumen. Selain itu, kepuasan konsumen terbukti memediasi pengaruh *brand trust* dan kualitas produk terhadap loyalitas konsumen. Nilai R^2 kepuasan konsumen sebesar 0,671 dan loyalitas konsumen sebesar 0,521, yang menunjukkan bahwa model penelitian memiliki kemampuan penjelasan yang baik. Berdasarkan hasil penelitian dapat disimpulkan bahwa peningkatan *brand trust* dan kualitas produk mampu meningkatkan loyalitas konsumen, baik secara langsung maupun tidak langsung melalui kepuasan konsumen sebagai variabel *intervening*. Temuan ini diharapkan dapat menjadi masukan bagi perusahaan dalam merumuskan strategi pemasaran untuk memperkuat daya saing produk AMDK lokal merek Sanford.

Kata kunci: Kepercayaan merek, Kualitas Produk, Kepuasan Konsumen, Loyalitas Konsumen

ABSTRACT

Competition in the bottled drinking water (BDW) industry, particularly among local brands in Tanjungpinang City, has intensified, requiring companies to strengthen brand trust, maintain product quality, and enhance consumer satisfaction to foster customer loyalty. Although Sanford has established a positive perception among consumers, some customers remain neutral or switch to competing brands. Therefore, it is important to identify the factors influencing consumer loyalty. This study aims to analyze the influence of brand trust and product quality on consumer loyalty, with consumer satisfaction serving as an intervening variable, for Sanford bottled drinking water products in Tanjungpinang City. This study employed a quantitative approach using a purposive sampling technique involving 96 respondents who had purchased Sanford bottled drinking water at least three times. Data were collected through questionnaires and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. The findings indicate that brand trust, product quality, and consumer satisfaction have positive and significant effects on consumer loyalty. Furthermore, consumer satisfaction was found to mediate the relationship between brand trust and product quality and consumer loyalty. The R^2 value for consumer satisfaction was 0.671, while the R^2 value for consumer loyalty was 0.521, indicating that the research model has good explanatory power. The study concludes that improving brand trust and product quality can enhance consumer loyalty, both directly and indirectly through consumer satisfaction as an intervening variable. These findings are expected to provide managerial implications for the company in developing marketing strategies to strengthen the competitiveness of Sanford as a local bottled drinking water brand.

Keywords: Brand trust, Product Quality, Consumer Satisfaction, Consumer Loyalty