

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh citra merek, kualitas produk, dan pelayanan saluran distribusi terhadap loyalitas konsumen buah jeruk siam pada UD Antoni Jeruk di Kecamatan Semboro. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada konsumen UD Antoni Jeruk. Variabel independen dalam penelitian ini meliputi citra merek, kualitas produk, dan pelayanan saluran distribusi, sedangkan variabel dependennya adalah loyalitas konsumen. Teknik analisis data yang digunakan meliputi uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji t, uji F, dan koefisien determinasi (R^2). Hasil penelitian menunjukkan bahwa citra merek berpengaruh positif dan signifikan terhadap loyalitas konsumen. Kualitas produk juga berpengaruh positif dan signifikan terhadap loyalitas konsumen. Selain itu, pelayanan saluran distribusi terbukti berpengaruh positif dan signifikan terhadap loyalitas konsumen. Secara simultan, ketiga variabel independen tersebut berpengaruh signifikan terhadap loyalitas konsumen buah jeruk siam pada UD Antoni Jeruk di Kecamatan Semboro. Penelitian ini memberikan implikasi bahwa peningkatan loyalitas konsumen dapat dilakukan melalui penguatan citra merek, menjaga kualitas produk secara konsisten, serta meningkatkan pelayanan saluran distribusi agar lebih efektif dan efisien. Dengan demikian, UD Antoni Jeruk diharapkan mampu mempertahankan konsumen serta meningkatkan daya saing usaha di tengah persaingan pasar buah segar.

Kata Kunci: Citra Merek, Kualitas Produk, Pelayanan Saluran Distribusi, Loyalitas Konsumen.

ABSTRACT

This study aims to analyze the influence of brand image, product quality, and distribution channel service on consumer loyalty toward Siamese oranges at UD Antoni Jeruk in Semboro District. This research used a quantitative approach with a survey method through questionnaires distributed to consumers of UD Antoni Jeruk. The independent variables in this study are brand image, product quality, and distribution channel service, while the dependent variable is consumer loyalty. The data analysis techniques used include validity test, reliability test, classical assumption test, multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2). The results of this study indicate that brand image has a positive and significant effect on consumer loyalty. Product quality also has a positive and significant effect on consumer loyalty. In addition, distribution channel service has a positive and significant effect on consumer loyalty. Simultaneously, the three independent variables significantly influence consumer loyalty toward Siamese oranges at UD Antoni Jeruk in Semboro District. This study implies that increasing consumer loyalty can be achieved through strengthening brand image, maintaining consistent product quality, and improving distribution channel services to be more effective and efficient. Therefore, UD Antoni Jeruk is expected to maintain consumer loyalty and improve its business competitiveness amid competition in the fresh fruit market.

Keywords: Brand Image, Product Quality, Distribution Channel Service, Consumer Loyalty.