ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh kualitas produk, persepsi *value*, dan kepercayaan terhadap loyalitas pelanggan melalui citra merek sebagai variabel intervening pada kue bawang medan rizka di kota Padang. Penelitian ini menggunakan data primer. Dengan pengumpulan data melalui survey dan kuesioner yang disebarkan sebanyak 98 responden. Hasil penelitian ini menunjukan bahwa (1) Kualitas Produk terdapat hubungan positif dan signifikan terhadap Citra Merek. (2) Persepsi *Value* terdapat hubungan positif dan signifikan terhadap Citra Merek. (3) Kepercayaan terdapat hubungan positif dan signifikan terhadap Citra Merek. (4) Kualitas Produk terdapat hubungan positif dan signifikan terhadap Loyalitas Pelanggan. (5) Persepsi *Value* terdapat hubungan positif dan signifikan terhadap Loyalitas Pelanggan. (6) Kepercayaan terdapat hubungan positif dan signifikan terhadap Loyalitas Pelanggan. (7) Citra Merek terdapat hubungan positif dan signifikan terhadap Loyalitas Pelanggan. (8) Citra Merek tidak memediasi Kualitas Produk terhadap Loyalitas Pelanggan. (9) Citra Merek tidak memediasi Persepsi *Value* terhadap Loyalitas Pelanggan. (10) Citra Merek memediasi Kepercayaan terhadap Loyalitas Pelanggan. Dengan R^2 variabel Kualitas Produk dan Persepsi *Value*, dan Kepercayaan terhadap Citra Merek sebesar 0,675 atau 67,5% dan R^2 variabel Kualitas Produk dan Persepsi *Value*, dan Kepercayaan terhadap Loyalitas Pelanggan melalui Citra Merek sebagai variabel intervening sebesar 0,896 atau 89,6%.

Kata Kunci: Kualitas Produk, Persepsi *Value*, Kepercayaan, Loyalitas Pelanggan dan Citra Merek

ABSTRACT

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This study aims to determine how much influence product quality, perceived value, and trust have on customer loyalty through brand image as an intervening variable on the field onion rizka cake in the city of Padang. This study uses primary data. By collecting data through surveys and questionnaires distributed as many as 98 respondents. The results of this study indicate that (1) Product Quality has a positive and significant relationship to Brand Image. (2) Perceived Value there is a positive and significant relationship to Brand Image. (3) Trust there is a positive and significant relationship to Brand Image. (4) Product Quality has a positive and significant relationship with Customer Loyalty. (5) Perceived Value there is a positive and significant relationship to Customer Loyalty. (6) Trust has a positive and significant relationship with Customer Loyalty. (7) Brand Image has a positive and significant relationship with Customer Loyalty. (8) Brand Image does not mediate Product Quality on Customer Loyalty. (9) Brand Image does not mediate Value Perception of Customer Loyalty. (10) Brand Image mediates Trust in Customer Loyalty. With R^2 the variables of Product Quality and Perceived Value, and Trust in Brand Image of 0.675 or 67.5% and R2 of Product Quality and Perceived Value variables, and Trust in Customer Loyalty through Brand Image as an intervening variable of 0.896 or 89.6%.

Keywords: Product Quality, Perceived Value, Trust, Customer Loyalty and Brand Image