

## RINGKASAN

Taraf hidup yang meningkat dan maraknya tren hidup sehat pada masyarakat Indonesia memberikan dampak pada kemunculan dan perkembangan bisnis penunjang salah satunya yakni usaha produksi dan pemasaran *cold pressed juice*. Hal ini mengharuskan produsen *cold pressed juice* X untuk mampu bersaing dan menjadi merk unggulan *cold pressed juice* dari pesaingnya baik merk maupun jenis produk minuman kesehatan lainnya. Produsen perlu menghadirkan produk yang tidak hanya bermanfaat secara fisik, fungsi dan memberikan nilai bagi konsumen tetapi yang dapat memberikan rangsangan intrinsik, kesenangan dan penghargaan diri, yang kesemuanya itu tercakup kedalam bagian nilai utilitarian dan nilai hedonis, demi mendekatkan, mendapatkan dan mempertahankan konsumen loyal. Penelitian ini bertujuan untuk menganalisis peran nilai utilitarian dan nilai hedonis terhadap kepuasan dan loyalitas konsumen.

Penelitian ini dilaksanakan selama bulan Juli 2019 di delapan gerai cabang minuman *cold pressed juice* merk X di seluruh wilayah Tangerang Raya. Tempat penelitian dipilih karena sebagian besar minuman *cold pressed juice* dipasarkan di daerah Jabodetabek khususnya daerah Tangerang. Metode pengambilan sampel yang digunakan ialah *non probability sampling* dengan teknik *convenience/accidental sampling* yang memenuhi kriteria yakni responden berusia 17 tahun keatas dan sedang atau pernah mengonsumsi minuman *cold pressed juice* X sebanyak 110 responden.

Hasil pengolahan dan analisis data menggunakan *partial least square* (PLS) menunjukkan bahwa nilai utilitarian berpengaruh positif signifikan terhadap kepuasan konsumen sebesar 44,7 persen dan juga berpengaruh positif signifikan terhadap loyalitas konsumen sebesar 31,9 persen. Nilai hedonis sebesar 38,1 persen berpengaruh positif signifikan terhadap kepuasan konsumen dan sebesar 19,1 persen terhadap loyalitas konsumen. Hasil lain menunjukkan adanya pengaruh positif signifikan sebesar 36,3 persen antara kepuasan konsumen terhadap loyalitas konsumen.

## SUMMARY

*The rising standard of living and the growing trend of healthy living in Indonesian society have an impact on the emergence and development of supporting businesses, one of which is the production of business and marketing of cold pressed juice. This requires producers of cold pressed juice X to be able to compete and become a superior brand of cold pressed juice from competitors both brands and other types of health drink products. Producers need to present products that are not only physically useful, functional and provide value to consumers but which can provide intrinsic stimulation, pleasure and self-esteem, all of which are included in the utilitarian and hedonic values, in order to bring closer, obtain and retain loyal consumers. This study aims to analyze the role of utilitarian and hedonic values on consumer satisfaction and loyalty.*

*This research was carried out during July 2019 in eight X brand cold pressed juice beverage outlets throughout the Greater Tangerang area. The research location was chosen because most cold pressed juice drinks are marketed in the Greater Jakarta area, especially in the Tangerang area. The sampling method used is non-probability sampling with convenience/accidental sampling techniques that meet the criteria of respondents aged 17 years old and above and who have consumed cold pressed juice X as many as 110 respondents.*

*The results of data processing and analysis using partial least square (PLS) show that utilitarian value has a significant positive effect on consumer satisfaction by 44.7 percent and also a significant positive effect on consumer loyalty by 31.9 percent. The hedonic value of 38.1 percent had a significant positive effect on consumer satisfaction and 19.1 percent on consumer loyalty. Other results show a significant positive effect of 36.3 percent between customer satisfaction and customer loyalty.*