

THE EFFECT OF BRAND AWARENESS AND PRODUCT QUALITY ON CONSUMER LOYALTY TO JNC SNACK FOOD PRODUCTS *COOKIES* IN BANDUNG CITY

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Abstract

JNCCookies faces challenges in maintaining revenue stability outside of seasonal periods. The preliminary survey results indicate that consumer brand awareness of JNC Cookies is relatively low and that the product quality has not fully met consumer satisfaction, thereby affecting consumer loyalty. This study aims to analyze the influence of brand awareness and product quality on consumer loyalty using a qualitative method quantified through a descriptive and verificative approach involving 100 respondents. The novelty of this research lies in its focus on the relationship between brand awareness and product quality toward consumer loyalty at JNC Cookies, which has not been extensively studied specifically within the handmade cookie industry in Bandung City. The findings reveal that both brand awareness and product quality have an effect on consumer loyalty, both partially and simultaneously. These results emphasize that both factors play an essential role in building long term consumer loyalty. Based on these findings, JNC Cookies is recommended to strengthen its marketing strategies through more intensive promotions, building a strong brand identity, and creating unique product characteristics that differentiate it from competitors in order to foster stronger and more sustainable consumer loyalty.

Keywords: brand awareness, product quality, consumer loyalty, JNC Cookies

Abstrak

JNCCookies menghadapi tantangan dalam menjaga stabilitas pendapatan di luar periode musiman. Hasil survei awal menunjukkan bahwa kesadaran merek JNC Cookies di kalangan konsumen relatif rendah dan kualitas produk belum sepenuhnya memenuhi kepuasan konsumen, sehingga mempengaruhi loyalitas konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh kesadaran merek dan kualitas produk terhadap loyalitas konsumen menggunakan metode kualitatif yang diukur melalui pendekatan deskriptif dan verifikatif dengan melibatkan 100 responden. Keunikan penelitian ini terletak pada fokusnya pada hubungan antara kesadaran merek dan kualitas produk terhadap loyalitas konsumen di JNC Cookies, yang belum banyak diteliti secara spesifik dalam industri kue buatan tangan di Kota Bandung. Temuan menunjukkan bahwa baik kesadaran merek maupun kualitas produk memiliki pengaruh terhadap loyalitas konsumen, baik secara parsial maupun simultan. Hasil ini menekankan bahwa kedua faktor tersebut memainkan peran penting dalam membangun loyalitas konsumen jangka panjang. Berdasarkan temuan ini, JNC Cookies disarankan untuk memperkuat strategi pemasarannya melalui promosi yang lebih intensif, membangun identitas merek yang kuat, dan menciptakan karakteristik produk yang unik untuk membedakannya dari pesaing guna menumbuhkan loyalitas konsumen yang lebih kuat dan berkelanjutan.

Kata kunci: kesadaran merek, kualitas produk, loyalitas konsumen, JNC Cookies

Introduction

The Indonesian economy continues to develop dynamically. One sector that contributes significantly to national economic growth is the food and beverage industry. Data released by the Central Statistics Agency (BPS) shows that this sector is experiencing positive growth, with growth in the first quarter of 2025 reaching 6.04%, an increase compared to the first quarter of 2024, which was only 5.87%. This growth reflects the stability and significant potential of the food and beverage sector in driving sustainable economic growth. This is driven by increasing domestic consumption, continued product innovation, and the role of business actors in creating added value and expanding the national market. Based on these conditions, the business world in Indonesia is experiencing increasingly fierce competition, thus encouraging entrepreneurs.

Businesses strive to create superior products, both in terms of taste, quality, and brand trust. Creating a brand that is recognized and accepted by consumers is crucial because a familiar brand will more easily attract consumers' attention and form an initial perception before they decide to try or purchase the product. Therefore, how a brand is recognized and how consumers perceive its product quality are two crucial factors that companies need to consider in facing increasingly competitive markets. According to data compiled by GoodStats, the processed food and beverage sector recorded the second-highest consumption growth after the agricultural sector, at 99.43%. This figure indicates that processed food and beverage products are increasingly becoming the public's primary choice for meeting daily consumption needs.

One type of product in this industry that has experienced significant growth is snacks such as cookies. Cookies are a type of cake with a low water content, allowing them to last longer than wet cakes. Generally, these cakes are made from flour-based dough such as wheat flour, glutinous rice flour, or rice flour, supplemented with sugar, eggs, butter or margarine, and other additives such as nuts, dried fruit, or cheese to create a variety of flavors and textures. Producers also continue to innovate in recipes, packaging, and marketing strategies to maintain product quality and competitiveness in the market. As one of Indonesia's creative cities, Bandung has made a significant contribution to driving the growth of the food and beverage industry, particularly in the snack segment, such as cookies. In recent years, the development of this sector has been driven by micro, small, and medium enterprises (MSMEs), which actively promote handmade cookies with authentic flavors and distinctive appearances. These products are generally made using traditional methods and given a personal touch by the makers, making them unique and adding value to consumers. Furthermore, businesses continue to innovate, including flavor variants, shapes, packaging, and marketing strategies that adapt to market trends.

According to Isra et al. (2024), consumer loyalty is a state in which consumers decide to continue using a particular company's products or services due to satisfaction with previous

experiences and the belief that their needs are met. This loyalty is crucial to a company's long-term success, as it can maintain market share, increase revenue, and reduce promotional costs. According to Kotler and Keller in Agus et al., (2021), consumer loyalty refers to a consumer's commitment to continue purchasing and using a particular product consistently. Oliver in Mulyono and Sunyoto (2025) defines loyalty as a customer's deep commitment to consistently repurchase or re-patronize a product or service, despite situational factors and marketing efforts from competitors that attempt to change that behavior. Brand awareness is the extent to which consumers recognize and remember a brand, indicating its recognition in the market. Higher awareness makes it easier for consumers to recognize a brand when making purchasing decisions, leading to the formation of a positive image and loyalty. Widely recognized brands tend to have a competitive advantage because they are more likely to be recommended. Building strong brand awareness helps companies strengthen customer relationships and increase opportunities for market share growth.

According to Huang & Sarigöllü (2021), brand awareness can add value to a product by strengthening consumer trust and loyalty. In the context of marketing strategy, increasing brand awareness plays an important role in driving consumer loyalty, which in turn has a positive impact on achieving sales targets by strengthening the bond between consumers and brands. Brand awareness is a crucial element in marketing strategies, helping to shape a brand image in the minds of consumers. This strategy aims to embed a brand identity in consumers' minds so they can easily recognize, remember, and choose the brand over competitors. Efforts to increase brand awareness are typically carried out through promotional activities, targeted marketing communications, and the consistent use of brand identity elements, both visually and in terms of the message conveyed. Consumers with high brand awareness, they tend to prefer and remain loyal to that brand, which results in increased repeat purchases.

Therefore, brand awareness is not only important for attracting consumers' initial attention but also a key strategy in maintaining loyalty and competitive advantage in the market. This is supported by research conducted by Lengkong et al., (2021), which shows that brand awareness has a positive effect on consumer loyalty, meaning that better brand awareness of a company has a direct effect on consumer loyalty. However, this contradicts research conducted by Pangestika & Hidayati, (2020:4), which shows that brand awareness has a positive but insignificant effect on increasing customer loyalty towards purchasing Pepsodent toothpaste products. Similarly, research conducted by Hantika et al., (2023), that brand awareness does not affect consumer loyalty of Wardah brand products through repeat purchases on customer loyalty.

According to Liana et al., (2024), product quality is an important factor in consumer loyalty. The relationship between product quality and consumer loyalty lies in consumer perceptions of the product's superiority. When consumers' assessments of product quality are positive, this will increase

satisfaction and encourage consumer loyalty through repeat purchases and long-term attachment to the product. It can be concluded that consumers' positive assessments of product quality will encourage them to continue choosing and using the product. Well-maintained product quality and having a competitive advantage increase the level of consumer trust in the brand, thereby reducing the possibility of consumers switching to competing products. Therefore, product quality is a crucial factor in building and maintaining consumer loyalty, because consumers tend to maintain their loyalty to brands that are able to provide product quality that meets or exceeds expectations.

Based on this statement, this is reinforced by the results of research conducted by Naully & Saryadi (2021), stating that product quality has a significant positive influence on consumer loyalty. Meanwhile, research conducted by Nur Rahmawati & Irmayanti Hasan (2023) stated that there is no positive and significant influence of product quality on customer loyalty of Azarine products. According to Oliver in Mulyono & Sunyoto (2025), consumer loyalty is the stage at which consumers become loyal, which is characterized by repeat purchases, giving recommendations to others, and resistance to the influence of competing products. This loyalty reflects the emotional bond and high level of trust from consumers towards the brand, so that they continue to choose the brand even though there are competing products with lower prices or similar offers. Based on this statement, there are various factors that can influence consumers in forming loyalty towards a product. Generally, consumers consider quality, brand reputation, and consistency of service that is widely known. Consumer loyalty has an important role in providing Profits for the company through efforts to maintain market share and improve business sustainability. This is supported by research conducted by Azzah Hanifah et al. (2023), which states that brand awareness and product quality simultaneously influence customer loyalty for Tolak Angin products at the Nirmala Brebes Store.

Research Method

This study combines two approaches based on their nature: descriptive and verification methods. The descriptive method, as explained by Sugiyono (2022), is used to obtain an overview of the existence of a variable independently, whether involving one or more variables, without comparing or seeking relationships between variables. Based on this statement, this study uses a descriptive method approach to describe the conditions of Brand Awareness, Product Quality, and Consumer Loyalty towards JNC Cookies snack products.

Table 1. Brand Awareness, Product Quality, and Consumer Loyalty

NO	YEAR	QUANTITY
1	June 2024	5.258
2	July 2024	4.906
3	August 2024	3.474

4	September 2024	4.215
5	October 2024	5.276
6	November 2024	4.943
7	December 2024	362.500
8	January 2025	3.702
9	February 2025	4.464
10	March 2025	856.250
11	April 2025	5.309
12	May 2025	4.365
13	June 2025	3.581
TOTAL POPULATION		1.268.243

Source: JNC Marketing Staff Cookies in Bandung City

The sampling technique used in this study is *non-probability sampling*. Based on the calculation above, the sample that became respondents in this study was a sample obtained from JNC Cookies consumers of 99.9 consumers rounded up to 100 respondents.

Results and Discussion

General characteristics of the respondents in this study were obtained from data collected from 100 respondents. Data collection was through JNC Cookies consumers in Bandung City. This study, entitled "The Influence of Brand Awareness and Product Quality on JNC Cookies Snack Products in Bandung City," used a questionnaire as the main instrument distributed directly to respondents as the primary data source.

Table 2. Respondent Characteristics Based on Gender

Gender	Frequency	Presentase
Male	32	32%
Women	68	68%
Total	100	100%

Source: Processed by Researchers, 2025

The multicollinearity test aims to identify how strong the relationship is between variables *independent* in the regression model. In an ideal model, the variables *independent* are not correlated with each other. The following are the results of the multicollinearity test:

Table 3. Multicollinearity Test

Coefficientsa						
Model	Unstandardized Coefficients		Standardized Coefficients		t	Collinearity Statistics
	B	Std. Error	Beta			
						Tolerance LIVE

1 (Constant)	.120	.887		.135	.893		
Brand Awareness	.794	.108	.592	7.333	.000	.185	5.413
Product Quality	.244	.053	.370	4.575	.000	.185	5.413

a. *Dependent Variable:* Consumer Loyalty

Source: Processed by Researchers, 2025

Based on Table 3, the results of the multicollinearity test show that the VIF value for the Brand Awareness and Product Quality variables is 5.413, while the VIF value for the Brand Awareness and Product Quality variables is 5.413. *Tolerance* each of 0.185. The VIF value is still below the maximum limit of 10 and the *Tolerance* is greater than 0.10 indicating that the relationship between the variables involved in this study does not show symptoms of multicollinearity.

The results of multiple linear regression analysis are used to determine the influence of more than one variable. *independent* on one variable *dependent* simultaneously. The following presents the results of multiple linear regression analysis that describe the relationship between these variables:

Table 4. Multiple Linear Regression

		Coefficients^a				
Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.120	.887		.135	.893
	Brand Awareness	.794	.108	.592	7.333	.000
	Product Quality	.244	.053	.370	4.575	.000

a. *Dependent Variable:* Consumer Loyalty

Based on Table 4. the data processing that has been carried out by the researcher regarding the results of the multiple linear regression test, the regression equation is as follows:

$$\text{Consumer Loyalty} = 0.120 + 0.794 \text{ Brand Awareness} + 0.244 \text{ Product Quality}$$

If the constant value (a) is 0.120, it means that if the brand awareness variable (X1) and product quality (X2) are considered to have a value of zero, then the consumer loyalty value is estimated at 0.120. If the regression coefficient value of the brand awareness variable is 0.794, it means that if the brand awareness variable increases by (one) unit, while the product quality variable is considered constant (zero value), then the consumer loyalty variable will increase by 0.914. If the regression coefficient value of the product quality variable is 0.244, it means that if the product quality variable increases by (one) unit, while the brand awareness variable is considered constant (zero value), then the consumer loyalty variable will increase by 0.364. The results of the coefficient of determination (R²) test are used to see how much the independent variable is able to explain the dependent variable. The following are the results:

Table 5. Regression

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.940 ^a	.883		.8812.021738

a. *Predictors: (Constant), Product Quality, Brand Awareness*

b. *Dependent Variable: Consumer Loyalty*

Source: Processed by Researchers, 2025

Based on Table 5, The R Square value of 0.883 or 88.3% indicates that Brand Awareness and Product Quality simultaneously contribute to Consumer Loyalty, while the remaining 11.7% is influenced by other factors outside this research model. The F-test is conducted to determine whether the independent variables simultaneously influence the dependent variable. The results of the simultaneous test are as follows:

Table 6. F-Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2992.643	2	1496.322	366.079	.000 ^b
	Residual	396.480	97	4.087		
	Total	3389.123	99			

a. *Dependent Variable: Loyalitas Konsumen*

Based on the results of the F-test data processing presented in Table 6 ANOVA above, it can be seen that the Brand Awareness and Product Quality variables simultaneously have a significant influence on Consumer Loyalty. This is indicated by the $f\text{-value}_{count}$ amounting to $366,079 > f_{table}$ of 2.3558119 (at a significance level of 0.10 with $df_1 = 2$ and $df_2 = 97$). At a significance value of $0.000 < 0.10$. It can be concluded that H_0 rejected and H_a accepted, meaning that Brand Awareness and Product Quality simultaneously influence Consumer Loyalty. A partial test (t-test) was conducted to determine the significance of the partial role between the variables *independent* and variables *dependent*. The results of the partial test are as follows:

Table 7. Results of t-Test (Partial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.120	.887		.135	.893
	Brand Awareness	.794	.108	.592	7.333	.000
	Product Quality	.244	.053	.370	4.575	.000

a. *Dependent Variable: Consumer Loyalty*

Based on Table 4.45, the partial test results above, the Brand Awareness variable has a t-count value of 7.333 and the Product Quality variable has a t-count value of 4.575. Proof of whether there is an influence or not is done by comparing the t-count and t-table with a significance level of 0.10:

1. The Influence of Brand Awareness on Consumer Loyalty

The results of the research on the Brand Awareness variable have a t-count value of 7.333 > 1.6606 t-table and a significance value of 0.000 < 0.10. These results indicate that H_a accepted and H_0 rejected, which means that Brand Awareness partially influences Consumer Loyalty.

Conclusion

Based on the results of the partial t-test analysis, the brand awareness variable shows a significant influence on consumer loyalty to JNC Snack Products Cookies in Bandung City. The calculated t-value of 7.333 is greater than the t-table value of 1.6606, with a significance value of 0.000 which is smaller than 0.10. Therefore, H_0 is rejected and H_a is accepted, indicating that brand awareness significantly affects consumer loyalty. The partial coefficient of determination further shows that brand awareness contributes 54.8% in explaining consumer loyalty. This means that the higher the level of consumer awareness toward the JNC Cookies brand, the greater the likelihood that consumers will remain loyal to the product. According to Keller and Swaminathan in Wardhana (2024), brand awareness refers to the ability of consumers to recognize and recall a brand through elements such as name, image, logo, and style. Strong brand recognition can foster consumer trust and encourage repeat purchases.

Furthermore, the product quality variable also has a significant influence on consumer loyalty. The calculated t-value of 4.575 is greater than the t-table value of 1.6606 with a significance level of 0.000 < 0.10. The partial coefficient of determination indicates that product quality explains 33.5% of consumer loyalty. High product quality, such as consistent taste, attractive packaging, and product durability, contributes to customer satisfaction and loyalty (Pahmi, 2024). Simultaneously, the F-test results show that brand awareness and product quality significantly affect consumer loyalty with an F-value of 366.079 > 2.35 and a significance value of 0.000 < 0.10. The coefficient of determination shows that both variables contribute 88.3% to consumer loyalty, indicating that they are dominant factors influencing loyalty toward JNC Snack Products Cookies.

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