
THE EFFECT OF PERCEIVED QUALITY AND BRAND AUTHENTICITY ON BRAND LOYALTY IN SAMBAL TERASI SIAP PAKAI “ULEG FINNA”

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Abstract

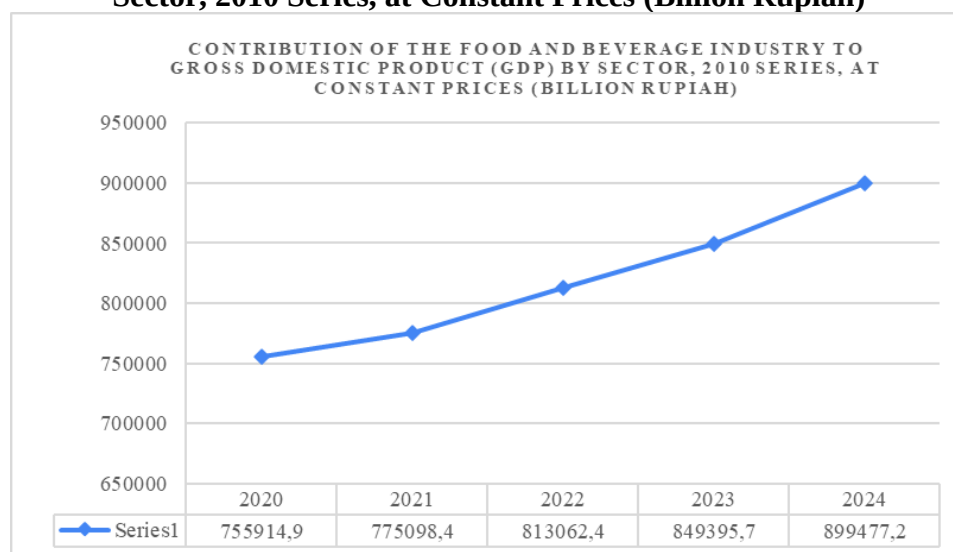
This study is motivated by consumer reviews of Sambel Terasi Siap Pakai Uleg "FINNA", which indicate dissatisfaction with taste quality, aroma, and doubts regarding product authenticity. Previous studies have examined perceived quality and brand authenticity separately, but limited research explores their combined effect on brand loyalty in low-cost, mass-consumption food products within the Indonesian context. This study aims to analyze the influence of perceived quality and brand authenticity on brand loyalty. The research was conducted from November to April 2026 in East Java using a purposive sampling method with 102 respondents. Data were collected through a Likert-scale questionnaire (1–5) and analyzed using Structural Equation Modeling–Partial Least Square (SEM-PLS). The results show that perceived quality has a positive and significant effect on brand loyalty (coefficient 0.206; p-value 0.018), while brand authenticity has a stronger positive and significant effect (coefficient 0.502; p-value 0.000). These findings imply that consistent product quality and strong authenticity cues are essential in building consumer trust and fostering long-term brand loyalty in the competitive ready-to-use sambal market.

Keywords: Consumer Behavior, Food Industry, Purchase Intention

INTRODUCTION

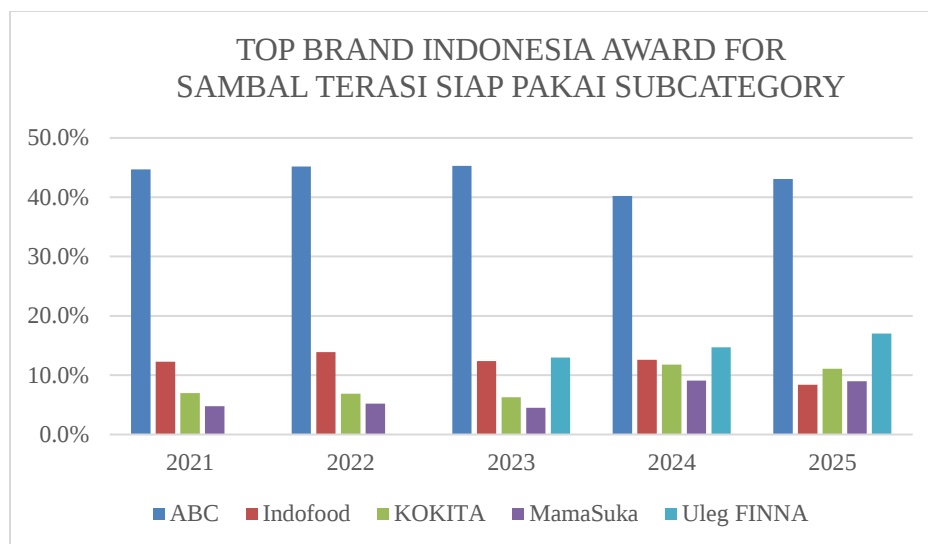
Chili production in Indonesia tends to be in surplus, but the price of chili in the market still fluctuates frequently. In the 2022 to 2023 period, chili production increased from 3,020,262 tons to 3,061,260 tons, while consumption also increased from 1,209,989 tons to 1,321,719 tons. However, in 2023 there was a surplus of 1,775,391 tons, which shows that production is still higher than consumption. On the price side, there is a considerable gap between the producer and consumer levels, where in 2023 the producer price is IDR 32,418/kg, while the consumer price reaches IDR 47,630/kg, so there is a difference of around IDR 15,212/kg. This price difference reflects distribution costs, long marketing chains, and other factors such as storage and transportation, which cause prices at the consumer level to remain high despite abundant supply, while at the producer level prices tend to be lower (Pusat Data dan Sistem Informasi Pertanian Sekretariat Jenderal Kementerian Pertanian, 2024)

Figure 1
Contribution of the Food and Beverage Industry to Gross Domestic Product (GDP) by Sector, 2010 Series, at Constant Prices (Billion Rupiah)



One of the efforts to absorb the surplus while helping to stabilize prices is through the development of the processing industry, especially the chili sauce industry. The chili sauce industry has great potential because chili sauce is an inseparable part of the consumption patterns of the Indonesian people. This is in line with the role of the processing industry sector shown in figure 1, which in 2023 contributes 18.67 percent to GDP, with the food and beverage industry as the largest contributor of IDR 813,062.4 billion (6.55 percent) and increasing to IDR 849,395.7 billion in 2024, so that it remains the dominant subsector in the national processing industry structure. This high contribution shows that the demand for processed products continues to increase, especially practical and ready-to-eat products, including packaged chili sauce. However, the development of the ready-to-eat chili sauce industry is also followed by a very tight level of competition, with many brands offering various variants and product advantages (Direktorat Neraca Produksi, 2024)

Figure 2
Top Brand Indonesia Award for Sambal Terasi Siap Pakai subcategory



Sambel Terasi Siap Pakai Uleg "FINNA" is one of the packaged chili sauce products that is quite well known and used as a complement to the daily food consumption of the Indonesian people. Based on data presented in figure 2 from the Top Brand Indonesia Award subcategory of sambal terasi siap pakai for the 2021–2025 period, Uleg Finna consistently occupies the second position after the ABC brand that dominates the market, with a relatively stable trend in the brand index. This condition shows that Uleg Finna already has a good acceptance rate and a fairly loyal consumer base, but this loyalty still needs to be strengthened in order to be able to increase repurchases and compete more optimally in maintaining and expanding market share.

The success of a brand in the food and beverage industry is not only determined by the physical quality of the product, but also by how consumers perceive those qualities. The high perceived quality proves that consumers already know the advantages and differences between products and other similar products. High perceived quality also has benefits for a brand such as presenting loyal customers, strengthening existence, attracting consumer interest, strengthening differentiation that has an impact on consumer interest in making purchases (Ardyansyah *et al.*, 2022). Consumers who assess a product to have good quality in terms of taste, aroma, packaging, and ease of obtaining the product tend to show higher buying interest. But in practice, the perception of quality can be negatively formed when the consumption experience does not match expectations (Sidanti and Purwanto, 2023).

Sambel Terasi Siap Pakai Uleg "FINNA" received several good online reviews from consumers and there were also those who expressed complaints such as the aroma of chili sauce which was considered "chemical smell", the taste that was "sweet" or even "bitter", and the appearance of the perception of "chemical taste" when consumed. These complaints are directly related to the sensory attributes of the product, so that it has the potential to reduce perceived quality in the minds of consumers. This shows that the perception of quality is not only built from the manufacturer's claims, but is greatly influenced by the consumer's real experience when consuming the product. In addition to perceived quality, brand authenticity is also an important element that affects the way consumers view and value a brand.

Brand authenticity refers to the extent to which a brand is perceived as authentic, honest, and consistent in representing its values, identity, and brand communication to

consumers. In the context of food products, especially chili sauce, Indonesian consumers still have a strong preference for foods that are associated with traditional, home, and natural. Previous research has shown that homemade food products, such as homemade chili sauce, are often perceived as more authentic than modern packaged chili products, because modern variables are negatively correlated with authentic/original perceptions (Fibri dan Frøst, 2019).

Doubts about the authenticity of the brand can arise when consumers feel that there is a discrepancy between the image of the product and its composition or production process. There are online consumer reviews of Sambel Terasi Siap Pakai Uleg "FINNA". that expressed objection to the use of preservatives and chose to throw away the product, even though the consumer admitted to still consuming other products that also contain preservatives, such as instant noodles. This phenomenon shows that consumers have different standards of expectations for shrimp paste sauce, which is culturally perceived as a traditional and natural product. The existence of consumer reviews that show dissatisfaction with the quality aspects of taste, aroma, and doubts about the authenticity of the product makes Uleg Finna relevant to be researched, especially in understanding the role of perceived quality and brand authenticity in consumer brand loyalty.

REVIEW OF LITERATURE

Perceived quality refers to consumers' assessment of a brand's overall quality or superiority compared to other brands (Azzari dan Pelissari, 2020). It is based on subjective perception rather than purely objective or technical measures. Perceived quality refers to consumer perception of the quality of a product. This perception extends beyond physical product attributes to include performance, durability, and brand reputation. As highlighted by D. P. Sari dan Padmantyo (2025), these perceptions significantly affect consumer attitudes and behavioral responses toward a brand.

Brand authenticity is defined as consumers' perceptions of a brand's genuineness, which are reflected in its production process, materials, and underlying values. It is an essential element of a brand to build and maintain a brand that is successful in the minds of consumers because it forms a distinctive and unique brand identity. However, this perception is not solely derived from objective product attributes, but rather from consumers' interpretations of the brand's integrity, consistency, and commitment to delivering its promises (F. Sari dan Taufiq, 2025).

Brand loyalty represents consumers enduring commitment to a particular brand, which is manifested through a positive attitude and consistent repurchase behavior. Brand loyalty reflects consumer's deep commitment to consistently repurchase or reuse a brand in the future, despite the circumstances or marketing stimuli that may induce brand switching. (Arma *et al.*, 2022).

Previous studies have highlighted the important role of perceived quality in shaping consumer behavior. (Fenetta dan Keni, 2019) and (Agustin *et al.*, 2023) state that perceived quality influences consumers' trust and evaluation of a product or service, which is reflected in customer satisfaction, preferences, and purchase intention. In addition, (Mensah *et al.*, 2022) find that higher perceived quality can encourage consumers to choose a brand over its competitors, indicating its contribution to the development of brand loyalty.

Alongside perceived quality, brand authenticity has also been identified as a significant factor influencing brand loyalty. (Hendri dan Abror, 2023) explain that consumers' perception of brand authenticity can strengthen emotional attachment between consumers and the brand, which in turn enhances brand loyalty. Brand authenticity is therefore associated with consistent and credible consumption experiences that support the formation of long-term relationships between consumers and brands.

Taken together, these studies indicate that both perceived quality and brand authenticity are important determinants of brand loyalty, with perceived quality relating to consumers' evaluation of product performance, while brand authenticity relates to the perceived genuineness and credibility of the brand.

RESEARCH METHOD

This study was carried out from November to April 2026 with purposive location selection. East Java is the center of Finna's production and distribution because there is a warehouse of PT Sekar Laut Tbk, so product circulation is high, and it makes it easier for researchers to find relevant respondents.

The sample size was established using nonprobability sampling with the purposive sampling method, and because the population size was not known for sure, the sample size was determined using the Lemeshow formula based on 102 respondents. The criteria for respondents included individuals aged 17–55 years, as supported by Putri dan Suprapti (2021), indicating that age influences preferences and purchasing decisions for food products, particularly spicy products such as sambal, and respondents must have purchased the product at least once within the last month.

The study relied on primary data obtained through an online questionnaire on the Likert scale (1-5) as well as secondary data sourced from literature, journals, books, and official statistics. Data analysis in this research was performed using Descriptive Analysis and Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis. The descriptive analysis method was chosen to provide an overview of preliminary information about the respondents' condition. The SEM PLS method was adopted since its capable of analyzing complex relationships between latent variables and can be used even though the data is non-normally distributed and the sample size is relatively limited.

RESULTS AND DISCUSSION

The characteristics of respondents in this study are presented to provide a comprehensive overview of the sample. The data are summarized to provide an overview of the respondents' profiles, including gender, age, and occupation. Understanding these characteristics is essential to describe the composition of the sample and to support the interpretation of the research findings.

Table 1.
Characteristics of Research Respondents

Respondent Characteristics		Quantity	Percentage (%)
Gender	W	88	86,27
	M	14	13,73
Age	17-21 Years	27	26,47
	22-26 Years	69	67,65

	>27 Years	6	5,88
Jobs	Fresh Graduate	1	0,98
	Student / Student	83	81,37
	Employees (Private/Public)	14	13,73
	Housewives	2	1,96
	Entrepreneurship	2	1,96
Total		102	100

Source: Primary Data Processed, 2026

Table 1 shows the results of respondents demographics in the study entitled "The Effect of Perceived Quality and Brand Authenticity on Brand Loyalty in Sambel Terasi Siap Pakai Uleg "FINNA", majority of respondents were female as many as 88 people (86.27%), while men amounted to 14 people (13.73%). Based on age, respondents were dominated by 69 people (67.65%) in the age group of 22–26 years, followed by 27 people (26.47%) in the age group of 17-21 years, and 6 people over 27 years old (5.88%). This shows that this study involves many respondents from young people who are in the productive phase.

Judging from work, most of the respondents were students, namely 83 people (81.37%), followed by employees (private/public) as many as 14 people (13.73%). Meanwhile, other categories such as fresh graduates, housewives, and entrepreneurs each have a relatively small proportion, which is below 2%. This composition indicates that the majority of respondents have an active academic background, which, according to some of their choices, will be influenced by the surrounding environment (Putri and Suprapti, 2021).

Evaluation of the Outer Model

The measurement model (outer model) is the initial stage in the analysis using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method. The Measurement Model (Outer Model) is a model that describes the relationship between indicator variables and latent variables. In this stage, several evaluations will be carried out, such as convergent validity tests, discriminant validity, and construct reliability. The outer model evaluation process ensures that the indicators have sufficient validity and reliability before proceeding to test the relationships between constructs in the structural model (inner model) (Nurhalizah *et al.*, 2023).

Table 2.
Convergent Validity and Discriminant Validity Test Results

Variable	Indicator	Loading	Cross Loading (X1)	Cross Loading (X2)	Cross Loading (Y)
Perceived Quality (X1)	X1.1	0.838	0.838	0.535	0.454
	X1.4	0.757	0.757	0.364	0.332
	X1.5	0.779	0.779	0.350	0.325
Brand Authenticity (X2)	X2.1	0.760	0.431	0.760	0.466
	X2.3	0.743	0.368	0.743	0.480
	X2.5	0.755	0.400	0.755	0.435
	X2.7	0.725	0.413	0.725	0.446
	Y1.2	0.789	0.296	0.461	0.789

Brand Loyalty (Y)	Y1.3	0.721	0.369	0.450	0.721
	Y1.6	0.808	0.403	0.555	0.808
	Y1.8	0.732	0.385	0.386	0.732

Source: Primary Data Processed, 2026

The Convergent Validity Test is applied to assess the validity of the relationship between indicators and latent variables, which in this study is measured using outer loading values. Outer loading reflects the degree of correlation between an indicator and its latent construct, where higher values indicate a stronger association. An outer loading value above 0.7 is considered acceptable, while values below 0.4 are eliminated from the analysis, as they indicate a weak contribution of the indicator to the construct (Setiabudhi *et al.*, 2025)

The evaluation of the measurement model (outer model) through SEM-PLS results presented in Table 2 show that all indicators of Perceived quality (X1), Brand authenticity (X2), and Brand loyalty (Y) have met the convergent validity criteria. This is demonstrated by outer loading values, the majority of which are above 0.70. These results indicate that each indicator is strongly associated with its respective latent variable and is capable of adequately representing the construct being measured.

The Discriminant Validity Test is used to examine the extent to which an indicator is distinct and not highly correlated with other constructs. This assessment is conducted by comparing cross-loading values, where the loading of an indicator on its intended construct should be higher than its loadings on other constructs. This approach ensures that each indicator uniquely represents its corresponding latent variable (Setiabudhi *et al.*, 2025) Based on the results presented in Table 2, the cross-loading values show that each indicator has a higher loading on its respective construct compared to other constructs. In addition, the outer loading values remain consistently higher than the cross-loading values. These findings indicate that each indicator better represents its own construct rather than others, confirming that the model demonstrates good discriminant validity.

Table 3.
Composite Reliability Test Results

Variable	Indicator	AVE	Cronbach's Alpha	Composite Reliability
Perceived Quality (X1)	X1.1	0.627	0.707	0.834
	X1.4			
	X1.5			
Brand Authenticity (X2)	X2.1	0.556	0.734	0.834
	X2.3			
	X2.5			
	X2.7			
Brand Loyalty (Y)	Y1.2	0.583	0.762	0.848
	Y1.3			
	Y1.6			
	Y1.8			

Source: Primary Data Processed, 2026

Furthermore, validity is not only assessed through loading factors but also through the Average Variance Extracted (AVE), where an AVE value exceeding 0.5 is regarded as valid (Setiabudhi *et al.*, 2025). The findings of the AVE test showed that all variables had values above the minimum limit of 0.50, namely Perceived quality of 0.627, Brand authenticity of 0.556, and Brand loyalty of 0.583. This value shows that each construct accounts for more than 50% of the variance of its indicators, thus strengthening the fulfillment of convergent validity, as presented in Table 3.

Composite reliability can be applied to determine how accurately and consistently an instrument measures its indicators. Cronbach's Alpha is used to assess the minimum level of reliability within a construct (Nurhalizah *et al.*, 2024). All variables presented in Table 3 indicate that Cronbach's Alpha and Composite Reliability values satisfy the reliability standards, which were above 0.70. The Perceived quality (X1) variable had a Cronbach's Alpha value of 0.707 and Composite Reliability of 0.834, while Brand authenticity (X2) had a value of 0.734 and 0.834, respectively. Meanwhile, Brand loyalty (Y) showed a Cronbach's Alpha value (0.762) and a Composite Reliability (0.848); the construct shows strong internal consistency, confirming that the instrument is reliable and suitable for further analysis. The construct shows strong internal consistency, confirming that the instrument is reliable and suitable for further analysis.

Inner Model Evaluation

The Structural Model (Inner Model) represents the relationships among latent variables, describing the relationships within exogenous variables, within endogenous variables, and between the two. In other words, the inner model is used to examine the causal **relationship** among latent variables that have already been validated and deemed reliable through the outer model (Nurhalizah *et al.*, 2023).

Table 4.

Inner Model Test Results

Test	Value
R-Square	0.406
Q ²	0.361
f ² (Perceived Quality → Brand loyalty)	0.051
f ² (Brand Authenticity → Brand loyalty)	0.300

Source: Primary Data Processed, 2026

R-square represents the proportion of variance in the dependent variable that can be explained by the independent variables. A high R² value indicates that the independent variable has a great explanatory power for the dependent variable. In general, an R² value of 0.75 is categorized as strong, 0.50 moderate, and 0.25 weak (Setiabudhi *et al.*, 2025). The findings of the coefficient of determination test shown in Table 4 indicate that the R-square value for the Brand loyalty (Y) variable was 0.406. It indicates that 40.6% of Brand Loyalty variability is accounted by independent variables included in the model, whereas 59.4% of the variance is explained by other factors beyond the scope of the model. This value is categorized as moderate based on general criteria, so that the model has sufficient explanatory ability to the dependent variable.

The Q^2 test assess how well the model predicts the observed data. $Q^2 > \text{zero}$ has good predictive relevance and $Q^2 < \text{zero}$ has predictive relevance less than good (Duryadi, 2021). The results of the predictive relevance test shown in Table 4 indicate that the Q^2 value is 0.361 for the Brand loyalty (Y) variable. Since this value exceeds zero, the model can be considered to have good predictive capability in predicting observed data. Accordingly, the model is able to explain the relationships among variables and possesses sufficient predictive relevance in predicting endogenous variables.

The effect size or f^2 test is also carried out to find out how much one construct affects another. The interpretation of f^2 values suggests that 0.02 represents a small effect, 0.15 represents a moderate effect, and 0.35 represents a strong effect (Duryadi, 2021). Table 4 shows that Perceived Quality (X1) exerts a small effect on Brand Loyalty (Y), with an f^2 value of 0.051. Meanwhile, Brand Authenticity (X2) shows an f^2 value of 0.300, indicating a moderate effect. This indicates that the contribution of brand authenticity in explaining the Brand loyalty variable is greater than that of Perceived Quality, so that the variable becomes a more dominant factor in the research model.

Table 5.
Path Coefficient Test Results

Variabel	Origin Sample	Sample Mean	Standard Deviation	T-statistics	P-Value	Remarks
X1. -> Y	0.206	0.220	0.099	2.091	0.018	X1. -> Z1.
X2. -> Y	0.502	0.502	0.093	5.371	0.000	X2. -> Z1.

Source: Primary Data Processed, 2026

The path coefficient shows how strong and in which direction the constructs are related. This value is obtained from the results of bootstrapping analysis, which is intended to test the statistical significance of the connections between latent variables (Setiabudhi *et al.*, 2025).

Referring to the path coefficient results test in Table 7, the Perceived quality (X1) was found to significantly and positively affect Brand loyalty (Y), as indicated by a coefficient of 0.206, a t-statistic value of 2.091 (>1.96), and a p-value of 0.018 (<0.05). In addition, the Brand Authenticity (X2) variable also had a positive and significant impact on Brand Loyalty (Y), as indicated by a coefficient of 0.502, a t-statistic value of 5.371, and a p-value of 0.000. Overall, both independent variables significantly influence brand loyalty, with Brand Authenticity having a stronger influence than Perceived Quality.

Discussion

The Influence of Perceived Quality on Brand Loyalty

The SEM-PLS results discussed earlier indicate that this construct has a positive effect. A significant positive relationship between Perceived Quality and Brand Loyalty is observed, with a coefficient value of 0.206. The t-statistic for this construct relationship is 2.091, exceeding the threshold of 1.96, and the p-value is 0.018, which is below 0.05. Indicating a significant effect of Perceived Quality on Brand Loyalty in the Sambel Terasi Siap Pakai Uleg "FINNA". These findings show that the higher the quality that consumers feel, the stronger their tendency to remain loyal to a brand. Perceived qualities are an important precursor in building emotional attachment that ultimately creates brand loyalty and trust (Atulkar, 2020). Perceived quality can be understood as the result of consumer evaluation of a brand based on various cues, both internal, such as consumption experience,

and external, such as product information and brand image. When consumers catch positive quality signals, they will feel more confident and have a higher likelihood of making repeat purchases (Agustin *et al.*, 2023).

This result is also strengthened by the perception of respondents who consider that the product has good taste quality, distinctive aroma, and maintained quality consistency. Such a satisfying consumption experience encourages the formation of sustainable positive consumer perceptions. This is supported by earlier research indicating that product quality is able to create a satisfying experience, thus strengthening the emotional bond with the brand. In the midst of the many competing products circulating in the market, consumers tend to stick with brands that have been proven to provide quality that matches or even exceeds their expectations. (D. P. Sari dan Padmantlyo, 2025) Perceived quality not only plays a role as a functional assessment, but also as the main trigger for the formation of consumer loyalty in a sustainable manner.

These findings are consistent with previous research by Tuinesia *et al.*, (2022), which emphasizes that Perceived Quality plays an important role in shaping loyalty and has an impact on increasing repurchase intention. Brand Loyalty itself reflects consumer commitment to a brand, which is manifested in consistent repeat purchasing behavior. The higher the perceived quality experienced by consumers, the stronger the loyalty that is formed, and the greater the tendency for consumers to repurchase the product.

Furthermore, the essence of brand loyalty has been formed since the early stage of product purchase, particularly after consumers experience the product quality (perceived quality (Kurniawan, 2017). Based on the results of consumer interviews, there is a dominance of responses indicating that consumers already have positive experiences and perceptions toward the product, both in terms of quality and authenticity. However, the dominance of these interview findings is that such positive perceptions tend to accumulate into habits, a sense of comfort, and brand preference, which are eventually reflected in Brand Loyalty.

The Influence of Brand Authenticity on Brand Loyalty

This construct positively affects the outcome, as shown by the previously presented SEM-PLS results. This construct has a coefficient value of 0.502, which shows that brand authenticity makes a strong enough contribution in increasing brand loyalty. The t-statistical value of this construct relationship is 5.371, exceeding 1.96, and a p-value of 0.000, which is below 0.05, indicating that the effect is positive and statistically significant. This indicates that Brand authenticity significantly enhances the level of consumer loyalty to Sambel Terasi Siap Pakai Uleg "FINNA". Brand authenticity represents the interaction between consumers and a brand that allows consumers to understand the authenticity, value, and identity of the brand although interpretations vary across disciplines, authenticity is consistently connected to history, tradition, and heritage. When consumers are able to capture that authenticity consistently, they not only build trust, but also create stronger emotional ties to the brand. This attachment can then encourage the formation of sustainable loyalty (Riefler, 2020)

The research also corroborates these findings by stating that brand consistency in presenting product authenticity values will increase consumer loyalty levels. In the context of increasingly fierce competition for packaged chili products, brand authenticity is the main

differentiator that is able to keep consumers from switching to other products. This is also relevant for Sambel Terasi Siap Pakai Uleg "FINNA", where based on respondents' responses, this product is considered to have a distinctive taste and good quality consistency from time to time. This perception strengthens consumers' belief in the authenticity of products, thereby increasing their trust and emotional attachment (F. Sari dan Taufiq, 2025). Brand authenticity not only serves as a perception of value, but also becomes a key factor in building long-term relationships and maintaining consumer loyalty to Sambel Terasi Siap Pakai Uleg "FINNA".

However, similar findings are observed in the relationship between Brand Authenticity and Repurchase Intention, where no direct effect is identified, but an indirect effect emerges through the mediation of Brand Loyalty. Consumers' perception of authenticity tends to remain limited to product attributes and has not yet developed into a deeper emotional attachment to the brand. As a result, Brand Authenticity is not yet capable of directly driving Repurchase Intention, but instead functions as a supporting element that strengthens positive consumer evaluations. In this case, Brand Loyalty plays a mediating role that connects perceived authenticity with consumers' decisions to repurchase.

This is supported by Fritz *et al.*, (2017) who state that consumers' perception of Brand Authenticity is able to strengthen the emotional bond between consumers and brands, which ultimately optimizes consumer loyalty. The perception of brand authenticity can foster strong emotional ties, leading not only to increased purchase intention and willingness to pay premium prices, but also to greater consumer tolerance toward negative experiences, such as a willingness to forgive brand mistakes. The Brand Loyalty that is formed is then reflected in consumers' tendency to engage in repeat purchasing behavior.

In line with the Theory of Planned Behavior proposed by Ajzen (1991), behavioral intention is determined by attitudes toward behavior, subjective norms, and perceived behavioral control. Brand Loyalty reflects a positive consumer attitude toward a brand, which is rooted in satisfying consumption experiences. Consumers who are accustomed to using a particular brand also tend to feel more confident in making repeat purchases. The combination of positive attitudes and increased confidence ultimately drives repurchase intention, reinforcing the role of Brand Loyalty as a crucial bridge between authenticity perception and consumer behavioral outcomes.

CONCLUSION

This study shows that Perceived Quality and Brand Authenticity both have a positive and significant effect on Brand Loyalty. This means that when consumers perceive a product as high quality, they are more likely to trust the brand and stay loyal to it. In the same way, when a brand is seen as authentic and consistent, it strengthens consumers' attachment and loyalty. These findings suggest that Brand Loyalty is shaped not only by rational considerations such as product quality, but also by emotional perceptions like brand authenticity. Both aspects work together in forming how consumers evaluate and connect with a brand, combining functional value with the meaning carried by the brand itself.

The results also indicate that loyalty does not come from a single factor, but from the combination of different consumer perceptions. Quality helps build trust, while authenticity strengthens emotional connection, and together they create a more solid and lasting loyalty. This study highlights the importance of maintaining consistent product

quality while also building a strong and authentic brand image. By doing so, companies can foster deeper and more sustainable consumer loyalty, especially in the packaged food industry.

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