

**PENGARUH CITA RASA DAN *PACKAGING* PRODUK TERHADAP
BRAND SWITCHING PRODUK KOPI PADA MEREK KOPY 45 ROBUSTA
DI ULUBELU, TANGGAMUS**

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ABSTRAK

Penelitian ini dilatarbelakangi oleh pesatnya perkembangan industri kopi di Indonesia yang meningkatkan persaingan antar merek, sehingga memicu terjadinya perilaku *brand switching* pada konsumen. UMKM Kopy 45 Robusta di Ulubelu, Tanggamus menghadapi tantangan dalam menjaga loyalitas konsumen, terutama terkait konsistensi cita rasa dan kualitas *packaging* produk. Penelitian ini bertujuan untuk menganalisis pengaruh cita rasa dan *packaging* terhadap *brand switching*. Landasan teori yang digunakan meliputi konsep cita rasa, *packaging* produk, dan *brand switching* dari berbagai literatur pemasaran. Metode penelitian yang digunakan adalah kuantitatif dengan pengamatan langsung. Data dikumpulkan melalui kuesioner kepada 100 responden yang dipilih menggunakan teknik purposive sampling, serta dianalisis menggunakan metode *Partial Least Square* (PLS) melalui software SmartPLS 4. Hasil penelitian menunjukkan bahwa variabel cita rasa berpengaruh signifikan terhadap *brand switching* dan menjadi variabel yang lebih dominan, variabel *packaging* menunjukkan tidak berpengaruh signifikan terhadap *brand switching*. Secara deskriptif, cita rasa dan *packaging* dinilai sangat baik oleh konsumen, sementara tingkat *brand switching* tergolong rendah, yang menunjukkan loyalitas konsumen relatif tinggi. Kesimpulannya, peningkatan kualitas cita rasa dan inovasi *packaging* dapat menjadi strategi efektif untuk menekan *brand switching* dan mempertahankan loyalitas konsumen.

Kata kunci : cita rasa, *packaging*, *brand switching*, loyalitas konsumen, kopi robusta.

The Effect Of Taste And Product Packaging On Brand Switching Of Coffee Products On The Kopy 45 Robusta Brand In Ulubelu, Tanggamus.

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ABSTRACT

This research is motivated by the rapid development of the coffee industry in Indonesia, which has increased competition between brands, triggering brand switching behavior among consumers. The Kopy 45 Robusta MSME in Ulubelu, Tanggamus, faces challenges in maintaining consumer loyalty, particularly related to taste consistency and product packaging quality. This study aims to analyze the influence of taste and packaging on brand switching. The theoretical basis used includes the concepts of taste, product packaging, and brand switching from various marketing literature. The research method used was quantitative with direct observation. Data were collected through questionnaires from 100 respondents selected using purposive sampling techniques and analyzed using the Partial Least Squares (PLS) method using SmartPLS software. The results show that taste significantly influences brand switching and is the more dominant variable. Packaging has no significant effect on brand switching. Descriptively, taste and packaging are rated very well by consumers, while brand switching rates are relatively low, indicating relatively high consumer loyalty. In conclusion, improving taste quality and packaging innovation can be an effective strategy to reduce brand switching and maintain consumer loyalty.

Keywords: taste, packaging, brand switching, consumer loyalty, robusta coffee.