

ABSTRAK

**PENGARUH INOVASI PRODUK, KUALITAS PRODUK DAN CITRA MEREK
TERHADAP LOYALITAS PELANGGAN
(Studi pada Chocolate Monggo di Daerah Istimewah Yogyakarta)**

Daniela Speransa Ariestory Agnes Meti
Prodi Manajemen Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui pengaruh inovasi produk, kualitas produk, dan citra merek terhadap loyalitas pelanggan Chocolate Monggo di Daerah Istimewah Yogyakarta, baik secara simultan maupun parsial. Penelitian ini merupakan penelitian eksplanasi dengan pendekatan kuantitatif. Populasi penelitian adalah pelanggan Chocolate Monggo di Yogyakarta dengan jumlah populasi yang tidak diketahui, sedangkan sampel berjumlah 100 responden yang ditentukan menggunakan rumus *Cochran* dengan teknik *purposive sampling*. Data diperoleh melalui penyebaran kuesioner dan dianalisis menggunakan regresi linier berganda dengan bantuan program SPSS 25. Hasil penelitian menunjukkan bahwa: (1) inovasi produk, kualitas produk, dan citra merek secara simultan berpengaruh terhadap loyalitas pelanggan; (2) inovasi produk secara parsial berpengaruh terhadap loyalitas pelanggan; (3) kualitas produk berpengaruh terhadap loyalitas pelanggan; (4) citra merek berpengaruh terhadap loyalitas pelanggan.

Kata kunci: *inovasi produk, kualitas produk, citra merek, loyalitas pelanggan*

ABSTRACT

**THE INFLUENCE OF PRODUCT INNOVATION, PRODUCT QUALITY, AND
BRAND IMAGE ON CUSTOMER LOYALTY
(Study of Chocolate Monggo in the Special Region of Yogyakarta)**

Daniela Speransa Ariestory Agnes Meti
Management Study Program, Economics Faculty
Sanata Dharma University
Yogyakarta
2026

This study aims to determine the influence of product innovation, product quality, and brand image on the customer loyalty of Chocolate Monggo in the Special Region of Yogyakarta, both simultaneously and partially. This is an explanatory study employing a quantitative approach. The study population consists of Chocolate Monggo customers in Yogyakarta—with an unknown total population size—while the sample comprises 100 respondents determined using Cochran's formula and purposive sampling. Data were collected via questionnaires and analyzed using multiple linear regression with the aid of SPSS 25 software. The results indicate that: (1) product innovation, product quality, and brand image simultaneously influence customer loyalty; (2) product innovation partially influences customer loyalty; (3) product quality influences customer loyalty; and (4) brand image influences customer loyalty.

Keywords: *product innovation, product quality, brand image, customer loyalty*