

ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh *sponsorship* dan kualitas produk terhadap loyalitas pelanggan, serta peran mediasi citra merek dalam hubungan tersebut. Penelitian ini menggunakan pendekatan kuantitatif dengan metode analisis *Partial Least Square* (PLS). Sampel penelitian berjumlah 160 responden yang merupakan konsumen UMKM kuliner di sekitar kampus Universitas Trunojoyo Madura, dengan teknik pengumpulan data menggunakan kuesioner tertutup. Hasil penelitian menunjukkan bahwa *sponsorship* dan kualitas produk berpengaruh positif dan signifikan terhadap loyalitas pelanggan, baik secara langsung maupun tidak langsung melalui citra merek. *Sponsorship* dan kualitas produk juga berpengaruh positif dan signifikan terhadap citra merek. Sementara itu, citra merek berperan signifikan dalam meningkatkan loyalitas pelanggan dan memediasi hubungan antara *sponsorship* dan kualitas produk terhadap loyalitas. Penelitian ini menyimpulkan bahwa membangun loyalitas pelanggan di sektor UMKM kuliner memerlukan pendekatan holistik yang mencakup strategi komunikasi (*sponsorship*), kualitas produk yang terjaga, serta penguatan citra merek yang positif dan konsisten.

Kata kunci: *Sponsorship*, Kualitas Produk, Citra Merek, Loyalitas Pelanggan, UMKM Kuliner.

ABSTRACT

The objective of this study is to analyze the influence of sponsorship and product quality on customer loyalty, as well as the mediating role of brand image in this relationship. This research employs a quantitative approach using the Partial Least Squares (PLS) analysis method. The research sample consists of 160 respondents who are consumers of culinary MSMEs around the Universitas Trunojoyo Madura campus, with data collected through a closed-ended questionnaire. The results of the study indicate that sponsorship and product quality have a positive and significant effect on customer loyalty, both directly and indirectly through brand image. Sponsorship and product quality also have a positive and significant impact on brand image. Meanwhile, brand image plays a significant role in enhancing customer loyalty and mediating the relationship between sponsorship and product quality and loyalty. This study concludes that building customer loyalty in the culinary MSME sector requires a holistic approach encompassing communication strategies (sponsorship), maintained product quality, and the reinforcement of a positive and consistent brand image.

Keywords: Sponsorship, Product Quality, Brand Image, Customer Loyalty, Culinary MSMEs.