

The Effect of Brand Equity on Consumer Loyalty through Consumer Satisfaction as an Intervening Variable in Taro Food MSMEs in Bogor City

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DATE	ABSTRACT
Accepted: Revised: Published:	<i>This study examines the relationship between brand equity, consumer satisfaction, and loyalty in taro food MSMEs in Bogor City. The research employs a quantitative approach using questionnaire data collected from 172 respondents across four taro layer MSMEs (Arasari, Kujang, Jumbo, and Siliwangi). The study utilizes path analysis to examine direct and indirect relationships between variables. Findings reveal that brand equity significantly and positively influences consumer satisfaction ($\beta = 0.973$, $t = 51.162$), consumer satisfaction significantly affects consumer loyalty ($\beta = 0.320$, $t = 4.404$), and brand equity indirectly influences consumer loyalty through consumer satisfaction as a mediating variable (indirect effect = 0.312). The Sobel test confirms the significance of the mediation effect ($t = 10.734$). Results indicate that strong brand awareness, quality perception, brand associations, and brand loyalty dimensions contribute to enhanced consumer satisfaction, which subsequently drives customer loyalty. These findings provide valuable insights for MSME brand management strategies, suggesting that investments in brand equity development can effectively enhance customer satisfaction and loyalty in the competitive food industry. The study contributes to the limited literature on brand equity applications in Indonesian MSMEs and offers practical implications for local food businesses seeking to strengthen their market position through strategic brand management.</i> KEYWORDS Brand Equity, Consumer Satisfaction, Consumer Loyalty, MSMEs, Bogor City
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INTRODUCTION

Economic development is a series of policies aimed at improving people's living standards, realizing a just and prosperous, materially and spiritually equitable society based on Pancasila and the Constitution of the Republic of Indonesia (Constitution of the Republic of Indonesia). This is done by expanding employment, equalizing the distribution of people's income, and improving regional economic relations through the shift of economic activities from the primary sector to the secondary and tertiary sectors (Central Statistics Agency, 2018). Indonesia is a developing country, of course, the country's economic development aims to create and increase national income. The measure of national income is often used, namely Gross Domestic Product (GDP), as a basis for determining the structure of the economy and measuring the rate of economic growth as a whole or each business field from year to year.

Micro, Small and Medium Enterprises (MSMEs) play an important and strategic role in building the national economy (Bank Indonesia, 2015). Aware of this potential, the government has set policies in the field of increasing the capacity of MSMEs. Efforts to increase the capacity of MSMEs can reduce the poverty rate by around 20 percent or equivalent to removing 5 million people from poverty and reducing inequality by around 4 (four) percent (Ministry of Cooperatives and Small and Medium Enterprises, 2019). The growth of MSMEs in Indonesia in 2013-2019 is in the following table:

Table 1. MSME Growth in 2013 – 2019

Year	Number of MSMEs (Units)	Changes (Units)	Percentage (%)
2013	56.534.592	-	-
2014	57.895.721	1.361.129	2,41
2015	59.262.772	1.367.051	2,36
2016	61.651.177	2.388.405	4,03
2017	62.922.617	1.271.440	2,06
2018	64.194.057	1.271.440	2,02
2019	65.465.497	1.271.440	1,98
Sum	-	8.930.905	14,86
Average	61.132.348	1.488.484	2.48

Source: Ministry of Cooperatives and Small and Medium Enterprises, 2021 (Data processed)

Based on Table 1 data, the number of MSMEs in Indonesia in 2013 – 2019 continues to increase, with an average growth of 2.48 percent or as many as 1,488,484 units. The increase was influenced by the People's Business Credit (KUR) Interest Rate which gradually decreased from 2014 to 2019 from 22 percent to 6 percent, coupled with a reduction in the Final Income Tax (PPh) rate for MSMEs from 1 percent to 0.5 percent for MSMEs that have a maximum gross turnover of 4.8 billion rupiah/year (Ministry of Cooperatives and Small and Medium Enterprises, 2019).

The growth of MSMEs is one of the sources of national income growth. According to data from the Ministry of Cooperatives and Micro, Small and Medium Enterprises

(SMEs), MSMEs contribute to the increase in GDP in Indonesia. The following are the contributions of MSMEs to GDP in 2013 – 2019:

Table 2. Contribution of MSMEs to GDP on the basis of Prevailing Prices in 2013 – 2019

Year	Value (Quadrillion Rp)	Percentage (%)	Change (%)
2013	4.869.568.100.000.000	59,08	-
2014	5.440.007.900.000.000	60,34	11,71
2015	6.228.285.000.000.000	61,41	14,49
2016	7.009.283.000.000.000	59,84	12,54
2017	7.820.282.600.000.000	60,90	11,57
2018	9.062.581.300.000.000	61,07	15,88
2019	9.580.762.700.000.000	66,77	5,71
Sum	50.010.770.600.000.000	429,31	71,9
Average	7.144.395.800.000.000	61,33	11,98

Source: Ministry of Cooperatives and SMEs, 2021 (Data processed)

Based on Table 2 data, the contribution of MSMEs to GDP in 2013-2019 is at 59 to 66 percent, with the largest contribution in 2019 reaching Rp9,580.7 trillion or 66.77 percent of total GDP, this contribution increased by 5.7 percent from the previous year of Rp9,062.6 trillion rupiah. According to the Ministry of Cooperatives and SMEs in March 2021, the number of MSMEs reached 64.2 million with a contribution to GDP of 61.07 percent or IDR 8,573.89 trillion (Ministry of Finance, 2022). MSMEs as the basis of the people's economy have a direct impact on strengthening economic fundamentals, because most of the economic activities of the Indonesian people are more played in MSME-scale economic units in almost all sectors (Tanjung, 2017:9).

After the global economic crisis in 1997 – 1998 and the crisis moment in 2008 – 2009, MSMEs were able to absorb 85 million to 117 million workers or labor absorption increased from 96.99 percent to 97.22 percent (Ministry of Cooperatives and SMEs, 2019). This data proves that MSMEs have the flexibility and ability to adapt to rapidly changing market conditions compared to large-scale companies (Sartika and Rachman, 2002:13).

When the Covid-19 pandemic brought the national and global economy towards an economic recession, MSME actors became the support that kept the real sector working, providing food and daily necessities as well as substitution products when imported products were forced to close due to the pandemic. The government implements the Economic Recovery Program (PEN) as a form of alignment with MSMEs, by providing interest subsidies to strengthen MSME capital through KUR, tax incentives to reduce the burden on MSME employees with Income Tax incentives (Income Tax Article 21) borne by the government, and Presidential Assistance (BANPRES) in the form of working capital of 2.4 million rupiah (Ministry of Finance, 2020). The existence of MSMEs is used as a safety net for low-income people in carrying out productive economic activities (National Development Planning Agency, 2014).

The commitment to increasing people-based productive economic activities through MSMEs is not only the responsibility of the government, but also the

responsibility of every region in Indonesia. One of the government's efforts with the one village one product program initiated in 2007, aims to build domestic economic independence and welfare by relying on local cultural characteristics that have the potential to drive and empower strategic sectors of the domestic economy. One of the regions that is committed to the program is Bogor City.

The city of Bogor has a commitment and awareness in growing economic activity centers in the region to be more productive and competitive. This is expected to improve people's welfare, which is measured through the Gross Regional Domestic Product (GDP). The following is the growth of GDP in Bogor City:

Table 3. Bogor City GDP on the basis of Valid Prices in 2015-2020

Year	Value (Billion Rp)	Change (Rp)	Percentage (%)
2015	32.364,90	-	-
2016	35.400,81	3.035,91	9,38
2017	38.478,47	3.077,66	8,69
2018	42.225,91	3.747,44	9,74
2019	46.472,01	4.246,10	10,06
Sum	194.924,10	14.107,11	37,87
Average	38.984,82	3.526,78	9,47

Source: BPS Bogor City, 2021 (Data processed)

Based on Table 3 data, the value of Bogor City's GDP on the basis of the prevailing price in 2019 reached 46,472.01 billion rupiah. In nominal terms, the value of this GDP has increased by around 4,246.10 billion rupiah compared to 2018 which reached 42,225.91 billion rupiah. The increase in the value of GDP is influenced by increased production in all business fields and is free from the influence of inflation (BPS Bogor City, 2021). Meanwhile, in 2020 the GDP of Bogor City decreased by 1.14 percent or around 531.75 billion rupiah. Bogor City is one of the interesting and potential areas for business. The following is the number of MSMEs in Bogor City in 2019.

Table 4. Number of MSMEs in Bogor City in 2021

No	District	Number of MSMEs (Units)	Percentage (%)
1	West Bogor	4.564	29,53
2	Bogor Selatan	2.900	18,76
3	Central Bogor	2.395	15,49
4	East Bogor	1.341	8,67
5	North Bogor	2.587	16,74
6	Tanah Sareal	1.671	10,81
Sum		15.458	100

Source: Bogor City Cooperatives and SMEs Office, 2022 (Data processed)

Based on Table 4 data, the number of MSMEs in Bogor City in 2021 amounted to 15,458 units. West Bogor District contributes the most to the number of MSMEs in Bogor City, which is 4,564 units or 29.53 percent of the other 5 sub-districts. Meanwhile, when viewed from the type of commodity, food and beverage MSMEs occupy the second largest position, namely 4,328 units after trading as many as 5,410 units (Bogor City Cooperatives and SMEs Office, 2021). This explains that MSMEs for food and beverage

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or culinary commodities are one of the potential MSMEs in Bogor City. The following is Table 5 MSMEs for food and beverage commodities in Bogor City in 2021.

Table 5. Food and Beverage MSMEs in Bogor City in 2021

No	District	Number of MSMEs (Units)	Percentage (%)
1	Snacks	1310	30,27
2	Masakan	618	14,28
3	Dry and Wet Cookies	594	13,27
4	Soupy Foods	521	12,04
5	Fried Foods	472	10,91
6	Drink	420	9,70
7	Heavy Foods	352	8,13
8	Rujak	29	0,67
9	Candied	12	0,28
Sum		4.328	100

Source: Bogor City Cooperatives and SMEs Office, 2022 (Data processed)

Based on the data in Table 5, it shows that dry and wet pastry commodities are in 3rd place with 594 units or 13.27 percent after snacks and dishes. Of the dry and wet pastry commodities, there are 4.38 percent or around 26 MSMEs processed food made from taro. In addition to being known as a rainy city, Bogor City is also famous for its culinary tourism, utilizing agricultural products and making innovative and creative processed food products. Taro tubers are the identity of a typical food of Bogor City, where some MSMEs in the culinary field use taro as a staple in processed food and become a leading commodity. The following is Table 1.6 of household industrial foods (P-IRT) made from taro in Bogor City in 2021.

Table 6. Household Industrial Food (P-IRT) Made of Taro in Bogor City in 2021

No	Production	Number of P-IRTs (Units)	Percentage (%)
1	Lapis Talas	14	36,84
2	Taro Chips	7	18,42
3	Pie Talas	4	10,53
4	Talas Roll	2	5,27
5	Bolen Talas	2	5,27
6	Brownis Talas	1	2,63
7	Mill Talas	1	2,63
8	Taro Donuts	1	2,63
9	Pia Talas	1	2,63
10	Squirting Squirt	1	2,63
11	Taro Crackers	1	2,63
12	Talas Dish	1	2,63
13	Bakpao Talas	1	2,63
14	Fried Taro	1	2,63
Sum		38	100

Source: Bogor City Trade and Industry Office, 2022 (Data processed)

Based on the data in Table 1.6, it shows that the P-IRT made of taro in Bogor City amounted to 38 units and of the 14 P-IRTs, the taro layer is included in processed food that is the most produced in Bogor City, which is 14 units or 36.84 percent. Bogor taro

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layer is one of the souvenir cakes for domestic tourists or foreign tourists that is iconic or characteristic of the city of Bogor.

The covid-19 pandemic has put pressure on all businesses, including taro-coated MSMEs. This happens because, consumers change their consumption behavior and activities decrease, people stay at home more which has an impact on the sales of taro-coated MSMEs. The following is in Table 1.8 the number of sales and daily income of taro layer in each MSME in Bogor City.

Table 7. Total Sales and Revenue Per Day of Layer Taro in Each MSME in Bogor City

No	Taro Products	Price (Rp/unit)	Sales (Units)		Income (Rp)	
			<i>Weekday</i>	<i>Weekend</i>	<i>Weekday</i>	<i>Weekend</i>
1	Lapis Talas Arasari	30.000	20-30	35-50	600.000-900.000	1.050.000-1.500.000
2	Lapis Talas Kujang	30.000	15-25	30-40	450.000-750.000	900.000-1.200.000
3	Lapis Talas Jumbo	30.000	10-20	25-30	300.000-600.000	750.000-900.000
4	Siliwangi Silk Linen	30.000	20-25	30-45	600.000-750.000	900.000-1.350.000
Sum			65-100	120-165	1.950.000-3.000.000	3.600.000-4.950.000
Average			16-25	30-41	487.500-750.000	900.000-1.237.500

Source: Lapis Talas Arasari, Lapis Talas Kujang, Lapis Talas Jumbo, Lapis Talas Siliwangi (Primary data processed), 2022

Based on Table 7 data, the number of sales of taro-coated products in each place/MSMEs in Bogor City reached 65 to 100 units on weekdays and 120 to 165 units on weekends. With an average sales of 16 to 41 units every day, and Lapis taro Arasari sells the most taro layers, reaching 20 to 30 units on weekdays and 35 to 50 units on weekends. The daily income level for the taro layer MSMEs can reach IDR 1,950,000 to IDR 3,000,000 on weekdays and IDR 3,600,000 to IDR 4,950,000 on weekends with the highest average income of IDR 750,000 on weekdays and IDR 1,237,500 on weekends, and the taro layer is at the highest daily income level reaching IDR 600,000 to IDR 1,500,000.

The competition among MSMEs, especially Bogor's typical taro coated products, is a challenge for business actors to ensure that consumers have the right type of experience with their marketing programs to create satisfaction and loyalty through knowledge of products that are cooled in order to be able to maintain their business existence.

Branding gives brand power to products and services, creating a mental structure that helps consumers organize their knowledge of products and services. The equity brand strategy is an activity that provides brand strength and added value to products and services (Kotler and Keller, 2018:263), as a special way for business actors to map brand perception with other similar brands to continue to maintain their business existence, in order to compete with similar products in the market/competitors.

Brand equity is defined as a series of assets that increase value for both customers and the company, and it plays a crucial role in achieving customer satisfaction and loyalty

(Yoo and Lee (2000) in Tjiptono (2018:52); Aaker (2018:25)). Satisfaction arises when a product's benefits meet or exceed expectations, creating a positive emotional bond with the brand that goes beyond rational preference (Kotler and Keller (2018:139-140)), which necessitates that businesses understand consumer expectations to produce the right products. This satisfaction, composed of cognitive and affective components, is a key driver of customer loyalty, which is a commitment reflected in consistent repurchase behavior (Yu and Dean (2001) in Tjiptono and Diana (2015:43); Tjiptono, in Suryati (2015:93)).

The level of brand equity has a direct relationship with customer loyalty; a higher brand equity value leads to a greater level of loyalty, influencing greater trade and opportunities for brand expansion (Kotler and Keller (2018:264); Aaker (2018:27)). This is supported by findings that strong brand assets result in greater customer loyalty (Hein (2006)), and maintaining these satisfied, loyal consumers is far more cost-effective than acquiring new ones (Aaker (2018:27-28)). Therefore, understanding the dynamics between these variables is critical for business strategy.

Based on this theoretical foundation, this research aims to analyze the influence of brand equity on consumer loyalty through consumer satisfaction as an intervening variable in taro-based food MSMEs in Bogor City. The study seeks to provide a picture of these variables and answer how they interrelate, with the objectives of offering practical benefits for the MSMEs by providing considerations for future strategy, contributing to the academic field of marketing management, and allowing the researcher to apply theoretical knowledge gained during their studies.

METHOD

This study used a quantitative approach based on positivism to test established hypotheses (Sugiyono, 2018:8). The research design was descriptive and verifiable. The focus of the study was on Lapis Talas MSME business actors in Bogor City.

The population consisted of consumers of taro-based MSMEs in Bogor City, including the taro arasari layer, jumbo taro layer, kujang taro layer, and siliwangi taro layer. The sample size was determined by multiplying the number of indicators (43) by 4, resulting in 172 respondents in total, with each respondent representing the research objects.

Data were collected from both primary and secondary sources. Primary data were gathered directly by the researcher, while secondary data were obtained from existing sources. Data collection techniques included literature research and field research, such as interviews, observations, and questionnaires.

RESULTS AND DISCUSSION

Consumer Responses to Brand Equity in Lapis Talas MSMEs in Bogor City

Brand Awareness

Table 8. Recapitulation of Consumer Responses to Brand Awareness

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No	Leave Indicator	Brand (Rating)				Average	Criterion	Interpretasi
		AraSari	Kujang	Jumbo	Siliwangi			
1	<i>Top of Mind</i>	4,19	3,93	3,91	4,16	4,05	Setuju	Consumers agree that the taro layer of arasari, kujang, jumbo and siliwangi is one of the first brands of taro taro layer to be remembered
2	<i>Brand Recall</i>	4,23	3,61	3,65	4,05	3,88	Setuju	Consumers agree that lapis taro arasari, kujang, jumbo and siliwangi are brands of talas that are easy to remember
3	<i>Brand Recognition</i>	4,54	3,83	3,91	4,23	4,13	Setuju	Consumers strongly agree that the taro layer of arasari, kujang, jumbo and siliwangi is a taro layer that is easily recognized by consumers
4	<i>Brand Unware</i>	4,35	3,86	4,16	4,07	4,11	Strongly agree	Consumers strongly agree that the talas arasari, kujang, jumbo and siliwangi are the brands of talas that are <i>familiar</i> to consumers
Average		4,32	3,81	3,91	4,13	4,04	Setuju	Consumers agree that Lapis taro Arasari, Kujang, Jumbo and Siliwangi are brands that are easy to remember and recognize.

Source: Primary data processed, 2021

Quality Perception

Table 9. Recapitulation of Consumer Responses to Quality Perception

No	Leave Indicator	Brand (Rating)				Average	Criterion	Interpretasi
		AraSari	Kujang	Jumbo	Siliwangi	e		
1	Commitment to quality	4,04	3,50	3,40	3,61	3,64	Setuju	Consumers agree that the employees of Talas Arasari, Kujang, Jumbo and Siliwangi provide consistent service quality, there are rarely defective products because the products are made well
2	A Culture of Excellence	4,02	3,68	3,59	3,67	3,74	Setuju	Consumers agree that employees of Talas Arasari, Kujang, Jumbo and Siliwangi provide a friendly attitude, respond well to criticism and suggestions and are not discriminatory to consumers
3	Customer feedback	3,99	3,59	3,57	3,76	3,73	Setuju	Consumers agree that employees of Lapis taro Arasari, Kujang, Jumbo and Siliwangi show an attitude of wanting to help and respond to consumer complaints
4	Measurement	3,97	3,64	3,50	3,71	3,71	Setuju	Consumers agree that the layers of taro arasari, kujang, jumbo and siliwangi are attractive products, can be consumed by all genders and have an expiration date
5	Allow officers to take the initiative	3,89	3,61	3,45	3,78	3,68	Setuju	Consumers agree that employees of Lapis Talas Arasari, Kujang, Jumbo and Siliwangi have initiatives when serving consumers such as saying thank you when visiting in addition to having good communication skills
6	Customer expectations	3,75	3,53	3,47	3,63	3,60	Setuju	Consumers agree that the taris arasari, kujang, jumbo and siliwangi layers provide the best service as well as

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supporting facilities and products in accordance with consumer expectations

Average	3,94	3,59	3,50	3,69	3,68	Setuju	Consumers agree that the taro layer of arasari, kujang, jumbo and siliwangi is included in the taro layer products that provide consistent product quality and service, pay attention to consumer suggestions and complaints and have good product sizes or standards
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Source: Primary Data Processed, 2021

Brand Associations

Table 10. Recapitulation of Consumer Responses to Brand Associations

Leave Indicator	Brand (Rating)				Average	Criterion	Interpretation
	AraSari	Kujang	Jumbo	Siliwangi			
Brand Image	3,81	3,62	3,55	3,77	3,67	Setuju	Consumers agree that arasari, kujang, jumbo and siliwangi taro layers give a good impression when consumers consume jumbo taro layers

Source: Primary Data Processed, 2021

Brand Loyalty

Table 11. Recapitulation of Consumer Responses to Brand Loyalty

No	Leave Indicator	Brand (Rating)				Average	Criterion	Interpretation
		AraSari	Kujang	Jumbo	Siliwangi			
1	Switcher	3,91	3,84	3,54	3,93	3,81	Often	Consumers of arasari, kujang, jumbo and siliwangi taro often change brands due to the price factor
2	Habitual Buyer	3,88	3,63	3,51	3,74	3,69	Often	Consumers buy layers of taro arasari, kujang, jumbo and siliwangi because of the habit
3	Satisfied Buyer	3,94	3,84	3,84	3,88	3,88	Puas	Consumers are satisfied with consuming layers of taro arasari, kujang, jumbo and siliwangi
4	Lingking the Brand	3,86	3,61	3,81	3,72	3,75	Conclusion	Consumers like the layers of taro arasari, kujang, jumbo and siliwangi
5	Committed Buyer	3,86	3,72	3,65	3,79	3,76	Often	Consumers always suggest or promote to others to buy layers of taro arasari, kujang, jumbo and siliwangi
Average		3,89	3,73	3,67	3,81	3,78	Good	Consumers of arasari, kujang, jumbo and siliwangi taro layer have good loyalty

Source: Primary Data Processed, 2021

Consumer Responses to Consumer Satisfaction in MSMEs in Lapis Talas in Bogor City

Product Quality

Table 12. Recapitulation of Consumer Responses to Product Quality

No	Brand (Rating)				Interpretation			
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The Effect of Brand Equity on Consumer Loyalty through Consumer Satisfaction as an Intervening Variable in Taro Food MSMEs in Bogor City

	Leave Indicator	AraSari	Kujang	Jumbo	Siliwangi	Average	Criterion	
1	Product Characteristics	3,89	3,65	3,68	3,95	3.79	Setuju	Consumers agree that the layers of taro arasari, kujang, jumbo and siliwangi use fresh, hygienic ingredients and have good nutritional content
2	Conformity with Specifications	3,79	3,76	3,77	3,75	3.77	Setuju	Consumers agree that arasari, kujang, jumbo and siliwangi taro layers are products that comply with quality standards
3	Resistance	3,68	3,63	3,47	3,62	3.60	Setuju	Consumers agree that the layers of taro arasari, kujang, jumbo and siliwangi are products that are not easily spoiled, durable and have tight packaging
4	Final Results	3,96	3,64	3,78	3,61	3.75	Setuju	Consumers agree that the layers of taro arasari, kujang, jumbo and siliwangi have a good taste and aroma as well as a soft texture
Average		3,83	3,67	3,68	3,73	3,73	Setuju	Consumers agree that the layers of taro arasari, kujang, jumbo and siliwangi reflect all dimensions of the product offering that produce benefits for consumers based on the expected level of quality such as product characteristics, conformity with specifications, durability, and finish.

Source: Primary Data Processed, 2021

Quality of Service

Table 13. Recapitulation of Consumer Responses to Service Quality

No	Leave Indicator	Brand (Rating)				Average	Criterion	Interpretation
		AraSari	Kujang	Jumbo	Siliwangi			
1	Reliability	3,89	3,88	3,47	3,98	3.81	Setuju	Consumers agree that employees of Talas Arasari, Jumbo, Kujang and Siliwangi are meticulous in serving, reliable in using tools and providing services in accordance with SOPs
2	Responsiveness	3,84	3,68	3,74	3,83	3.77	Setuju	Consumers agree that employees of Lapis taro Arasari, Jumbo, Kujang and Siliwangi are agile and responsive in responding to consumers and providing appropriate services
3	Guarantee	3,81	3,73	3,58	3,87	3.75	Setuju	Consumers agree that employees of the taro layer arasari, jumbo, kujang and siliwangi serve with politeness and courtesy, providing

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a guarantee of safety to consumers and good knowledge of the products sold

4	Empathy	3,69	3,73	3,57	3,77	3,69	Setuju	Consumers agree that employees of Lapis Talas Arasari, Jumbo, Kujang and Siliwangi prioritize the interests of consumers, serving sincerely and calmly in dealing with problems
5	Wujud	3,78	3,50	3,60	3,78	3,67	Setuju	Consumers agree that employees in the taro layer of arasari, jumbo, kujang and siliwangi use neat uniforms and always maintain the cleanliness of the store area
Average		3,80	3,70	3,59	3,84	3,74	Setuju	Consumers agree that employees/MSMEs in the taro arasari, jumbo, kujang and siliwangi layer focus on meeting the needs and desires of consumers, as well as timeliness to meet consumer expectations

Source: Primary Data Processed, 2021

Emotional

Table 14. Recapitulation of Consumer Responses to *Emotional*

No	Leave Indicator	Brand (Rating)				Average	Criterion	Interpretation
		AraSari	Kujang	Jumbo	Siliwangi			
1	<i>Situational Factors</i>	3,98	3,61	3,81	3,80	3,80	Setuju	Consumers agree that the store decoration of tarot arrasa, jumbo, kujang and siliwangi is attractive, the state of the store is safe and comfortable
2	<i>Personal Factors</i>	3,83	3,78	3,59	3,74	3,74	Setuju	Consumers agree that the tarai layer is an innovative product, jumbo, kujang and jumbo and there is a sense of pride and confidence when consuming siliwangi taro coating products
Average		3,90	3,69	3,70	3,77	3,77	Setuju	Consumers agree with expectations for the performance of arasari, jumbo, kujang and siliwangi talas coating services

Source: Primary Data Processed, 2021

Price

Table 15. Recap of Consumer Responses to Prices

No	Leave Indicator	Brand (Rating)				Average	Criterion	Interpretation
		AraSari	Kujang	Jumbo	Siliwangi			

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1	Priced	3,84	4,14	4,02	4,37	4.09	Setuju	Consumers agree that the price of arasari, jumbo, kujang and siliwangi taro layers is cheap
2	Price Compatibility with Product Quality	3,95	4,14	3,95	4,33	4.09	Setuju	Consumers agree that the price of taro coating is in accordance with the quality and product
3	Price Fit with Benefits	3,84	4,42	3,95	4,05	4.07	Setuju	Consumers agree that the price of talas arasari, jumbo, kujang and siliwangi is suitable for the benefit of the
Average		3,88	4,23	3,98	4,25	4,08	Setuju	Consumers agree that the price of talas arasari, jumbo, kujang and siliwangi layers is affordable and appropriate

Source: Primary Data Processed, 2021

Cost

Table 16. Recapitulation of Consumer Responses to Costs

No	Leave Indicator	Brand (Rating)				Average	Criterion	Interpretation
		AraSari	Kujang	Jumbo	Siliwangi			
1	Ease of Getting Products	4,02	3,74	4,00	4,19	3.99	Setuju	Consumers agree that layers of taro arasari, jumbo, kujang and siliwangi are products that are easy to get
2	Strategic Location	4,19	3,70	4,02	4,47	4.10	Setuju	Consumers agree that the location of the talas arasari, jumbo, kujang and siliwangi layers is strategic and easy to reach
3	Speed of service	4,07	3,93	4,12	4,40	4.13	Setuju	Consumers agree that the service is provided quickly
Average		4,09	3,79	4,05	4,35	4,07	Setuju	Consumers agree with the tartar layer of arasari, jumbo, kujang and siliwangi

Source: Primary Data Processed, 2021

Consumer Responses to Consumer Loyalty in MSMEs in Lapis Talas in Bogor City
Repeat Buyer

Table 17. Recapitulation of Consumer Responses to Repeat Buyer (Make a Repeat Purchase)

No	Leave Indicator	Brand (Rating)				Average	Criterion	Interpretation
		AraSari	Kujang	Jumbo	Siliwangi			
1	Committed to buying back "XYZ" taro coating	4,02	3,84	3,77	4,21	3.96	Tall	Consumers are highly committed to buying back layers of taro arasari, jumbo, kujang and siliwangi

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2	Have a desire to buy "XYZ" taro layer again	4,30	4,07	4,00	4,00	4.09	Tall	Consumers have a high desire to buy back layers of taro arasari, jumbo, kujang and siliwangi
3	Will continue to subscribe	4,12	4,05	3,63	4,00	3.95	Tall	Consumers will continue to subscribe
Average		4,15	3,98	3,80	4,05	4,00	Tall	Consumers buy a layer of taro arasari, jumbo, kujang and siliwangi repeatedly

Source: Primary Data Processed, 2021

Purchase Across Product And Service Line

Table 18. Recapitulation of Consumer Responses to *Purchase Across Product and Service Line* (Make Purchases in All Product Lines)

No	Leave Indicator	Brand (Rating)				Criterion	Interpretation	Interpretation
		AraSari	Kujang	Jumbo	Siliwangi			
1	Buying several types of "XYZ" taro coating offered	3,88	3,77	3,44	3,88	3.74	High	The level of consumers buying several types of taro layers is high, arasari, jumbo, kujang and siliwangi
2	Make purchases in all "XYZ" taro coating lines	4,07	3,74	3,74	3,77	3.83	High	The level of consumers making purchases in all lines of jumbo, kujang and siliwangi taro layers is quite high
3	Buying taro layers "XYZ" regularly	3,98	3,77	3,56	3,79	3.78	High	The level of consumers buying arasari, jumbo, kujang and siliwangi taro layers regularly is high
Average		3,98	3,76	3,58	3,99	3,78	High	High

Source: Primary Data Processed, 2021

Refens Other

Table 19. Recapitulation of Consumer Responses to Others Referrals (Recommend Products)

No	Leave Indicator	Brand (Rating)				Average	Criterion	Interpretation
		AraSari	Kujang	Jumbo	Siliwangi			
1	Telling friends about the positives of "XYZ" taro coating	4,09	4,07	3,63	3,93	3.93	Tall	The level of consumers who still choose the preferred taro layer of arasari, jumbo, kujang and siliwangi compared to other similar products is high
2	Telling the family about the "XYZ" taro-coated positive things	4,14	4,00	3,86	3,84	3.96	Tall	Consumer levels are not affected by other products are high
3	Recommend to friends and family to use	4,07	3,81	3,70	3,91	3.87	Tall	The consumer level will still choose high talas arasari, jumbo, kujang and siliwangi

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"XYZ" taro coating on treats at home

layers even though there are attractive offers from other products

Average	4,10	3,96	3,73	4,44	3,92	Tall	The level of consumers of arasari, jumbo, kujang and siliwangi taro layers recommending the product to others is high
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Source: Primary Data Processed, 2021

Demonstrates on immunity to the full of the competition

Table 20. Recapitulation of Consumer Responses to Demonstrates on Immunity to the Full of the Competition

No	Leave Indicator	Brand (Rating)				Criterion	Average	Interpretation
		AraSari	Kujang	Jumbo	Siliwangi			
1	Still choose the preferred "XYZ" taro layer over other similar products	3,95	3,56	3,60	3,84	3.74	Tall	The level of consumers still chooses the preferred layer of taro arasari, jumbo kujang and siliwangi compared to other similar products
2	Not affected by other products	3,81	3,79	3,70	3,74	3.76	Tall	Consumer levels are not affected by other products are high
3	Will still choose the preferred "XYZ" layer even if there is an attractive offer from other products	4,07	3,77	3,65	3,63	3.78	Tall	Consumers will still choose the choice of arasari, jumbo kujang and siliwangi even though there are attractive offers from other products
Average		3,95	3,71	3,65	3,74	3,76	Tall	High level of resistance to competitors

Source: Primary Data Processed, 2021

Path Analysis Results

The path analysis was conducted through a series of sub-structural equations to determine the strength of influence between variables. Sub-structural Equation I ($Y = \beta_{YX}X + e_1$) was used to analyze the effect of the independent variable (X) on the intervening variable (Y), while Sub-structural Equation II ($Z = \beta_{ZX}X + e_2$) measured the direct effect of the independent variable (X) on the dependent variable (Z). The results of these regressions provided the foundational coefficients for the model, including a calculated error term (e_2) of 0.173 derived from the coefficient of determination.

Sub-structural Equation III ($Z = \beta_{ZY}Y + e_2$) was then employed to specifically determine the influence of the intervening variable, consumer satisfaction (Y), on the dependent variable, consumer loyalty (Z). The analysis confirmed a strong, statistically significant relationship between these variables, as evidenced by the regression output and significance testing. The entire model can be visually summarized in a path diagram

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where the independent variable exerts influence both directly on the dependent variable and indirectly through the intervening variable of consumer satisfaction.

Results of Path Analysis (Direct, Indirect and Total Influence)

The recapitulation of the results of the direct effect coefficient, indirect *effect* and total effect is as follows:

Table 21. Path Analysis Results

Variabel	Path Coefficients	Influence		Total
		Immediately	Indirect	
X against Y	0,973	0,973	-	0,973
X against Z	0,671	0,671	0,312	0,983
Y against Z	0,320	0,320	-	0,320
E1	0,288	0,288	-	0,288
E2	0,173	0,173	-	0,173

Source: Results of statistical data processing with SPSS version 25.00, 2021

Then the equation can be illustrated in the following path diagram model:

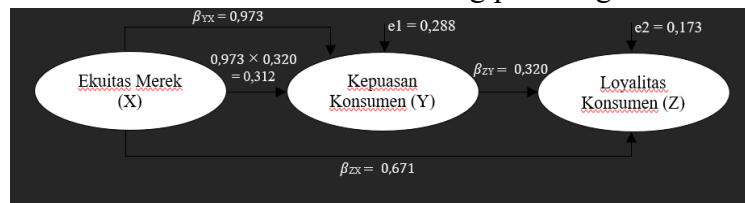


Figure 1. Path Analysis Diagram Model

Source: Results of statistical data processing with SPSS Version 25.00, 2021

The results of the Sobel Brand Equity Test on Consumer Loyalty through Consumer Satisfaction.

To test the significance of the indirect influence, calculate the value t of the efficiency of ab with the following formula

$$Y = \frac{ab}{Sab}$$

$$Y = \frac{(0,973).(0,320)}{0,029}$$

$$Y = 10,734$$

Based on the results of the calculation, it is known that the value of Y_{count} of 10.734 with a value of $\alpha = 5\%$, then the value of Y is obtained_{table} is 1,654. Ka

CONCLUSION

The study concluded that brand equity, consumer satisfaction, and consumer loyalty in taro-coated MSMEs were generally good, although some consumers noted that packaging design and product innovation could be improved, affecting brand association and emotional connection. While brand equity positively and significantly influenced consumer satisfaction, and consumer satisfaction in turn positively affected consumer loyalty, some consumers' commitment to repurchase was weakened by the availability of

similar products. Brand equity also had an indirect positive effect on consumer loyalty through consumer satisfaction. Future research could explore the impact of product innovation and packaging redesign on strengthening emotional ties and long-term loyalty in taro food MSMEs.

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