ABSTRACT

Customer loyalty is essential to business continuity. It is characterized by customer loyalty and trust in a business. This is reflected in repeat purchases, recommendations to others, and a reluctance to switch to competitors. Research shows that product innovation is a major component in shaping customer loyalty. Product innovation makes customers feel happy and comfortable buying and increases trust because the product has advantages. Thus, product innovation has a significant role in shaping customer loyalty.

The purpose of this study was to evaluate Menantea's product innovation according to customers in DKI Jakarta and West Java and measure the level of customer loyalty in the region. In addition, this study aims to determine how product innovation impacts customer loyalty. Thus, this study is expected to provide an in-depth picture of how Menantea can increase its competitiveness in the beverage market and customer loyalty through product innovation.

This study uses a quantitative method. The research population is Menantea customers who live in DKI Jakarta and West Java, and the sample of respondents is 100 people. The probability sampling method and the simple random sampling method were used in this study. Data is processed through descriptive analysis and simple linear regression analysis.

The results of the descriptive analysis show that Menantea's product innovation gets a good or positive response from Menantea customers in DKI Jakarta and West Java. Furthermore, Menantea customers in DKI Jakarta and West Java have high loyalty. The findings of the simple linear regression analysis show that the Product Innovation variable positively affects the Customer Loyalty variable.

Based on the study's results, it is expected that Menantea will focus on developing and diversifying product variants by considering customer feedback and market trends and launching new, unique, and attractive variants to increase consumer preferences. Further research is recommended to explore other variables influencing customer loyalty, such as product quality, brand image, price, and customer satisfaction.

Keywords: Product Innovation, Customer Loyalty