

# Hubungan Antara Persepsi Terhadap Kualitas Produk dengan Loyalitas Konsumen Mie Instan Pada Mahasiswa Fakultas Psikologi Universitas Diponegoro

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## ABSTRAK

Konsumsi mie instan yang berlebihan dalam jumlah besar dapat menyebabkan berbagai penyakit, seperti obesitas, hiperkolesterolemia, hipertensi, maag, radang, dan penyakit penurunan transmisi sinyal di otak. Meskipun mengetahui dampak negatif dalam mengonsumsi mie instan, masyarakat pada umumnya terutama mahasiswa masih mengonsumsinya setiap hari. Penelitian dilakukan dengan tujuan untuk mengetahui hubungan antara persepsi terhadap kualitas produk dengan loyalitas konsumen mie instan pada mahasiswa Fakultas Psikologi Universitas Diponegoro. Metode *simple random sampling* digunakan untuk mengumpulkan sampel penelitian dari 156 responden. Pengumpulan data dilaksanakan memakai dua skala, yaitu Skala Persepsi Kualitas Produk (33 item,  $\alpha = 0,906$ ) dan Skala Loyalitas Konsumen (24 item,  $\alpha = 0,877$ ) yang diuji pada 30 siswa. Hasil uji *Spearman's Rho* menunjukkan hubungan positif dan signifikan antara persepsi terhadap kualitas produk dan loyalitas konsumen ( $r = 0,776$ ;  $p < 0,000$ ). Oleh karena itu, dapat disimpulkan bahwa persepsi positif terhadap kualitas produk akan membuat loyalitas konsumen meningkat. Sebaliknya, persepsi negatif terhadap kualitas produk akan membuat loyalitas konsumen menurun.

**Kata kunci:** persepsi terhadap kualitas produk, loyalitas konsumen, konsumen mie instan

# **The Relationship Between Perception of Product Quality and Consumer Loyalty of Instant Noodles in Psychology Faculty Students Diponegoro University**

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## **ABSTRAK**

Excessive consumption of instant noodles in large quantities can cause various diseases, such as obesity, hypercholesterolemia, hypertension, ulcers, inflammation, and diseases that decrease signal transmission in the brain. Despite knowing the negative impact of consuming instant noodles, people in general, especially students, still consume them every day. The study was conducted with the aim of knowing the relationship between perceptions of product quality and instant noodle consumer loyalty in students of the Faculty of Psychology, Diponegoro University. The simple random sampling method was used to collect research samples from 156 respondents. Data collection was carried out using two scales, namely the Product Quality Perception Scale (33 items,  $\alpha = 0.906$ ) and the Consumer Loyalty Scale (24 items,  $\alpha = 0.877$ ) which were tested on 30 students. The Spearman's Rho test results showed a positive and significant relationship between perceptions of product quality and consumer loyalty ( $r = 0.776$ ;  $p < 0.000$ ). Therefore, it can be concluded that a positive perception of product quality will make consumer loyalty increase. Conversely, a negative perception of product quality will make consumer loyalty decrease.

**Keywords:** *perception of product quality, consumer loyalty, instant noodle consumers*