

STUDY LITERATURE REVIEW : LOYALITAS KONSUMEN PADA PRODUK AIR MINUM KEMASAN

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Abstract

Consumer loyalty is a key factor in maintaining company sustainability and competitiveness, particularly in the highly competitive bottled water (AMDK) industry. This literature review aims to comprehensively examine the concept, influencing factors, and implications of consumer loyalty to bottled water products, based on previous research findings. The method used was a literature review of relevant national and international journal articles published between 2023 and 2025. The study results indicate that consumer loyalty to bottled water products is influenced by various key factors, including brand image, product quality, consumer trust, price, customer satisfaction, and promotional strategies. Furthermore, perceptions of water safety and quality are also important determinants in shaping loyal consumer attitudes and behaviors. This literature review confirms that consumer loyalty is reflected not only in repeat purchases but also in positive recommendations to others. The findings of this study are expected to provide a conceptual basis for further research and serve as a reference for bottled

Keywords: consumer loyalty, literature review study, AMDK

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et al., 2023; Jannah & Hayuningtias, 2024; Kotler & Keller, 2016; Larasati et al., 2023; Manihuruk et al., 2023; Oliver, 2010; Rinata et al., 2024; Schiffman & Kanuk, 2010; Tjiptono, 2015; Trilaksono & Prabo

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