

ABSTRACT

Fresh milk production in Indonesia in 2020-2022 will increase. According to the Central Statistics Agency (BPS), in 2022 fresh milk production will increase by 2.38% compared to the previous year. However, the high level of fresh milk production is not matched by the high level of milk consumption in Indonesia. According to data from the Central Statistics Agency (BPS), the average per capita consumption of factory liquid milk fell by 60,17% in 2021. This research aims to determine the effect of Functional Image on Cognitive Loyalty mediated by Brand Trust studies on UHT Ultra Milk milk products. The data collection method was carried out using a questionnaire distributed to students in the city of Bandung aged 18-25 years who consumed UHT Ultra Milk milk. The sample in this study was taken using the Lemeshow formula with a sample size of 100 respondents. The sampling technique uses non-probability sampling with the sampling category using purposive sampling. The analysis tool in this research uses SPSS version 27.

The research results show that functional image has a direct effect on brand trust, functional image has a direct effect on cognitive loyalty, brand trust has a direct effect on cognitive loyalty, and functional image has an indirect effect on cognitive loyalty mediated by brand trust of Ultra Milk UHT milk.

Keywords: Functional Image, Cognitive Loyalty, Brand Trust