ABSTRAK

Kebijakan penyesuaian harga produk di media sosial sering kali memicu reaksi yang beragam dan dapat memengaruhi komitmen konsumen terhadap suatu merek. Kondisi tersebut terlihat pada Toko Kopi Tuku saat merilis informasi terkait penyesuaian harga, di mana dampak informasi tersebut bagi setiap pelanggan tidaklah sama karena dipengaruhi oleh tingkat pengenalan merek masing-masing individu. Penelitian ini didasarkan pada *Elaboration Likelihood Model* (ELM) yang menjelaskan bahwa individu mengevaluasi informasi melalui jalur sentral dan diperkuat oleh isyarat periferal yang telah dimiliki sebelumnya. Penelitian ini bertujuan untuk menganalisis pengaruh terpaan informasi kenaikan harga terhadap loyalitas pelanggan Toko Kopi Tuku serta menganalisis *brand awareness* dalam memoderasi hubungan tersebut. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap pelanggan Toko Kopi Tuku yang dipilih melalui *purposive sampling*. Analisis data dilakukan menggunakan *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) dengan SmartPLS. Hasil penelitian menunjukkan bahwa terpaan informasi kenaikan harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan (*path coefficient* = 0,521*, T-Statistic* = 6.276 *,* dan *P-values* = 0,000. Selain itu, *brand awareness* juga mampu memoderasi pengaruh terpaan informasi kenaikan harga terhadap loyalitas pelanggan secara positif dan signifikan (*path coefficient = 0,* 390*, T-Statistic* = 3,559 *,* dan *P-values* = 0,000. Dengan demikian, loyalitas pelanggan Toko Kopi Tuku dapat tetap terjjaga dengan baik apabila penyampaian informasi kenaikan harga didukung oleh tingkat *brand awareness* yang kuat di benak pelanggan.

Kata kunci : Terpaan Informasi Kenaikan Harga, *Brand Awareness*, Loyalitas Pelanggan, Elaboration Likelihood Model.

ABSTRACT

Product price adjustment policies on social media often trigger diverse reactions and can influence consumer commitment to a brand. This condition is evident in Toko Kopi Tuku when releasing information related to price adjustments, where the impact of such information varies for each customer due to the influence of their respective levels of brand recognition. This study is based on the Elaboration Likelihood Model (ELM), which explains that individuals evaluate information through the central route, reinforced by previously held peripheral cues. This study aims to analyxe the effect of price increase information exposure on Toko Kopi Tuku's customer loyalty, as well as to analyze brand awareness in moderating this relationship. A quantitative approach wa utilized through a survey method targeting Toko Kopi Tuku customers selected vias purposive sampling. Data analysis wa conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS. The result show that price increase information exposure has a positive and significant effect on customer loyalty (path coefficient = 0.521, T-statistic = 6.276, and P-values = 0.000). Furthermore, brand awareness also successfully moderates the effect of price increase information exposure on customer loyalty positively and significantly (path coefficient = 0.390, T-statistic = 3.559, and P-values = 0.000). Accordingly, Toko Kopi Tuku's customer loyalty can be well-maintained if the communication of price increase information is supported by a strong level of brand awareness in the minds of the customers.

Keywords: Price Increase Information Exposure, Customer Loyalty, Brand Awareness, Elaboration Likelihood Model.