

***THE EFFECT OF BRAND TRUST AND BRAND IMAGE ON INDOMIE'S
BRAND LOYALTY***

**PENGARUH KEPERCAYAAN MEREK DAN CITRA MEREK TERHADAP
LOYALITAS MEREK INDOMIE**

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ABSTRACT

In Indonesia, instant noodles become one of the alternative foods to rice it has several brands and the most popular of them is the Indomie. Indomie's brand is very popular in Indonesia which shows that Indomie has a good brand trust and brand image in the minds of customers. Indomie also has very loyal customers who have consumed Indomie for years. This shows that Indomie's brand loyalty has also been embedded in the hearts of customers. Therefore, this study aims to determine the effect of brand trust and brand image on Indomie's brand loyalty. A total of 300 people comprised of 75 consumers that buy instant noodles from four supermarkets in Bandung were selected as participants. The T-test results proposed hypotheses 1 and 2 that brand trust and image significantly affect Indomie's loyalty. Also, the F-test proposed hypothesis 3 that brand trust and brand image simultaneously influence Indomie's brand loyalty by 53.2%. The linear regression equation as $Y = 1.577 + 0.282 X1 + 0.385 X2$ showed brand image coefficient is greater than brand trust. This indicates that Indomie is the most popular of all the instant noodles in Indonesia.

Keywords: Brand Image, Brand Loyalty, Brand Trust

ABSTRAK

Di Indonesia, mie instan yang menjadi salah satu makanan alternatif pengganti nasi ini memiliki beberapa merek dan yang paling populer adalah Indomie. Merek Indomie sangat populer di Indonesia yang menunjukkan bahwa Indomie memiliki brand trust dan brand image yang baik di benak pelanggan. Indomie juga memiliki pelanggan yang sangat loyal yang telah mengkonsumsi Indomie selama bertahun-tahun. Hal ini menunjukkan bahwa loyalitas merek Indomie juga telah tertanam di hati pelanggan. Oleh karena itu, penelitian ini bertujuan untuk mengetahui pengaruh kepercayaan merek dan citra merek terhadap loyalitas merek Indomie. Sebanyak 300 orang yang terdiri dari 75 konsumen yang membeli mie instan dari empat supermarket di Bandung dipilih sebagai partisipan. Hasil uji T menunjukkan bahwa hipotesis 1 dan 2 menyatakan bahwa kepercayaan dan citra merek secara signifikan mempengaruhi loyalitas merek Indomie. Selain itu, uji F mengajukan hipotesis 3 bahwa kepercayaan merek dan citra merek secara simultan mempengaruhi loyalitas merek Indomie sebesar 53,2%. Persamaan regresi linier sebagai $Y = 1,577 + 0,282 X1 + 0,385 X2$ menunjukkan koefisien citra merek lebih besar daripada kepercayaan merek. Hal ini mengindikasikan bahwa Indomie merupakan mie instan yang paling populer di antara semua mie instan yang ada di Indonesia.

Kata Kunci: Citra Merek, Loyalitas Merek, Kepercayaan Merek

INTRODUCTION

In Indonesia, instant noodles become one of the alternative foods to rice it has several brands and the most popular of them is Indomie. This brand with others including Supermie, Sarimie, and Pop Mie are produced by the Indofood Group. Based on the news published on the <https://investasi.kontan.co.id> website, Indomie became the most popular product in 2021. On June 17, 2021,

Kantar, the United Kingdom consulting company and data provider released the above assessment in Brand Footprint Indonesia.

Based on the news published on <https://www.goodnewsfromindonesia> website, the main export markets of Indomie include Australia, Iraq, Papua New Guinea, Hong Kong, Timor Leste, Jordan, Saudi Arabia, the United States, New Zealand, Taiwan, some parts of Europe, Africa, the Middle East, and

Asia. In Indonesia, this brand is popular because it has become an alternative food to rice such as for breakfast, lunch, or dinner menu. Moreover, Indomie has a good brand trust and image in the minds of the customers.

Trust is the extent to which a consumer believes that a particular product can satisfy his desire. According to (Carroll & Ahuvia, 2006), it allows customers to rely on brands that are beneficial to them. Generally, trust is the consumer's willingness to confide in a party based on his characteristics and behavior (Jevons & Gabbott, 2000). Trust does not only differ among the people but also in their relationships (Schoorman et al., 2007). According to (Lin & Lee, 2012; Mao, 2010), it is the psychological and emotional state of a customer's expectation of a particular brand.

Therefore, brand trust (BT) is a psychological state to accept vulnerability based on a consumer's intentions or behavior (Rousseau et al., 1998). BT refers to the customer's perception of performing a task due to his promises (Chaudhuri & Holbrook, 2001). Also, BT is the consumer's willingness to perform the stated functions (Wang & Emurian, 2005). BT accelerates the commitment level that customers need for a particular brand. This shows the reflection of the buyer-seller relationship at a certain point in time (Persson, 2010). The study of (Delgado-Ballester & Munuera-Alemán, 2001) explained that BT is earned by customers who observe the value of creating the product by the marketers.

Brand image (BI) which is the consumer's mental picture of an offer includes the symbolic meanings associated with a product's attributes (Salinas & Pérez, 2009). Also, BI helps customers recognize their needs and wants, as well as differentiate the

particular brand from competitors (Anwar et al., 2011). (Kapferer, 1997) argued that BI assists in differentiating products from their competitors. It includes consumer knowledge and beliefs about the products and non-product attributes. According to (Iversen & Hem, 2008), BI represents the personal symbolism consisting of all descriptive and evaluative information related to the service provided.

BI is the perception that tends to be reflected in the consumer's memory (Keller, 1993). According to (Martinez & Pina, 2003), product associations are generated in three potential ways including direct experience, sources of information, and conclusions from pre-existing services. Meanwhile, brand messages strongly affect the competitors while consumers have a favorable BI (Hsieh & Li, 2008). BI becomes an important determinant of buyer behavior (Burmann et al., 2008). According to (Keller, 1993), consumers need to first have a brand node in their memory to recognize the required needs and wants.

Several strategic benefits of brand loyalty (BL) include cost reduction, bringing in new consumers, and becoming useful in export markets (Mao, 2010). Therefore, customers with true resonance have high levels of loyalty because they actively interact and share their experiences with others (Keller, 2003). (Chi et al., 2009) indicated that brand loyalty comes from consumer satisfaction through their past experiences while repeating the same purchase behavior. Based on the previous explanation, this study aims to partially or simultaneously determine the effect of BT and BI on BL.

Brand Trust (BT)

Trust is a reflection of loyalty in the high-level service product market (Chiou & Droge, 2006). According to

Ballester & Aleman (2001), it plays an important role in repeat purchases and long-term customer satisfaction. Therefore, brand trust includes the reliability that represents the consumer's belief in delivering the promised value and the intent which allows consumer interests to be the main consideration (Doney & Cannon, 1997). Customers tend to trust a particular service if feel it is performing as the promised or expected value. According to (Napoli et al., 2014), consumers highlight the real characteristics and performance of a product to estimate whether a brand can be trusted.

BT leads to customer loyalty because it creates a high-value exchange relationship (Morgan & Hunt, 1994). Therefore, companies need to first earn consumers' trust to gain their support (Rauyruen & Miller, 2007). Brand loyalty ensures that there is repeatedly and consistently purchase products or services from the same label in the future because it is affected by customer preferences (Oliver et al., 1997). (Aaker, 1994) showed that customers exclusively buy products or services from their selected brand regardless of the actions of other competitors.

Brand Image (BI)

BI is formed by three types of associations functional, symbolic, and experiential. Functionality is the desire to solve consumer-related problems and satisfy external consumption needs (Michel & Rieunier, 2012). Meanwhile, the symbolic association ensures there is a need for social approval or expression of one's beliefs. According to (Kotler et al., 2016), experience associations are feelings that arise with the use of products or services.

(Keller, 2001) suggested that there are three types of brand image 1) cognitive which reflects consumers'

personal beliefs, thoughts, and evaluations towards the product attributes, 2) emotional associations comprising pleasure, happiness, and excitement, and 3) sensory which is the involvement of consumers' physical senses. (Roberts, 2005) indicated that these three brand images are referred to as dimensions of mystery, intimacy, and sexuality.

Brand Loyalty (BL)

In a highly competitive state, BL is a central element of marketing strategy and tactics (Fournier & Yao, 1997). (Oliver, 1999) showed that BL represents consumers' repurchase commitment in future purchases because their intentions remain. Therefore, BL is the level of customer attachment to a particular brand (Jung & Soo, 2012). According to (Chaudhuri & Holbrook, 2001), BL is a prerequisite for a company's competitiveness and profitability.

BL is an important consideration while estimating the product value because it can be translated into profit (Aaker & Equity, 1991). It promotes repeat purchase behavior that prevents customers from switching to other competitors' services (Yoo et al., 2000). BL has two dimensions including (1) behavioral which is the commitment to consistently re-patronize a preferred product in the future and (2) attitude which refers to repurchase intention because of the willingness to pay a premium price (Algesheimer et al., 2005).

RESEARCH METHODS

Conceptual Model

This study used a conceptual model that refers to the marketing literature to empirically test the effect of BT and BI on BL. Meanwhile, the independent variables include BT and BI,

while the dependent variable is BL. The figure below identifies the study model.

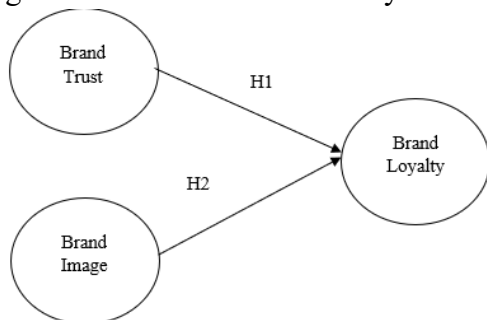


Figure 1. Study Conceptual Model

Relationship of Brand Trust (BT) and Brand Loyalty (BL)

Brand trust (BT) ensures good loyalty due to its promise of value that is fulfilled to customers through superior performance (Chiou & Droge, 2006). This enables marketers to become interested in developing BT because it increases BL (McAllister, 1995). Previous empirical evidence showed that there is a positive relationship between BT and BL (Doney & Cannon, 1997) (Chaudhuri & Holbrook, 2001). Therefore, the following hypothesis is proposed:

H1: Brand trust significantly affects brand loyalty.

Brand Image (BI) and Brand Loyalty (BL)

BL is achieved through a company's BI (Juntunen et al., 2011). Several studies indicated that BI is positively related to BL (Ogba & Tan, 2009) (Hsieh & Li, 2008). Therefore, the following hypothesis is proposed:

H2: Brand image significantly affects brand loyalty.

H1 and H2 help in proposing the following hypothesis:

H3: Brand trust and brand image significantly affect brand loyalty.

Measurement Instrument and Questionnaire Design

This study uses a five-item scale by (Chaudhuri & Holbrook, 2001) to measure BT and BL. An eight-item scale adapted from (Salinas & Pérez, 2009) was used to test BI. Data were analyzed using a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree).

Population and Sampling

A total of 300 people comprised of 75 consumers who buy instant noodles from four supermarkets in Bandung, including Yogya, Superindo, Borma, and Hypermart, were selected as participants. Bandung is one of the cities in West Java Province which is included in the 5 big cities in Indonesia. Convenience sampling was used to fill out the questionnaire. Thus, customers who met the criteria while shopping at their respective supermarkets were selected as the respondents. Data were collected by filling out questionnaires that were carried out from October 1, 2021, to December 20, 2021. This period is when the restrictions on community mobility due to Covid-19 are relaxed by the government.

Data Processing Techniques

The data obtained from the questionnaire were processed using SPSS 25 software. Moreover, the T-test and F-test were used to specify the proposed hypothesis.

RESULTS AND DISCUSSIONS

Respondent Profile

Table 1. Profile of Respondents

Gender	Male	64	21.3 %
	Female	236	78.7 %
Status	Married	218	72.7 %
	Single	82	27.3 %
Age (year)	< 20	14	4.7 %
	21-30	85	28.3 %
	31-40	98	32.7 %
	41-50	57	19 %
	>50	46	15.3 %
Occupancy	Private sector employee	151	50.4 %
		27	9 %

	Government employees	91	30.3 %
	Housewife	22	7.3 %
	Businessman	9	3 %
	Other		
Education	Elementary School	3	1 %
	Junior High School	31	10.3 %
	Senior High School	113	37.7 %
	Diploma	32	10.7 %
	Undergraduate	106	35.3 %
	Post Graduate	15	5 %
Income (rupiah)	< 4,000,000	28	9.3 %
	4,000,000-8,000,000	48	16 %
	8,001,000-12,000.000	77	25.7 %
	12,001,000-16,000,000	82	27.3 %
	> 16,000,000	65	21.7 %
How many times have you bought Indomie in 1 year	<4	0	0 %
	4-7	16	5.3 %
	8-11	101	33.7 %
	> 11	183	61 %
How long have you been buying Indomie? (year)	< 3	20	6.7 %
	3-5	55	18.3 %
	6-8	64	21.3 %
	9-11	78	26 %
	>11	83	27.7 %

Source: Questionnaire

Table 1 shows that customer loyalty to Indomie out of all the instant noodles is interesting data. This indicated that consumers proved their confidence while regularly buying this brand for a year. The most interesting data is the customers who often purchase Indomie for decades.

Classic Assumption Test

However, it is necessary to test the classical assumptions before conducting the F and T-tests to determine the effect of BT and BI on BL.

Normality test

Table 2. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		300	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	2.29997704	
Most Extreme Differences	Absolute	0.049	
	Positive	0.024	
	Negative	-0.049	
Test Statistic		0.049	
Asymp. Sig. (2-tailed) ^c		0.082	
Monte Carlo Sig. (2-tailed) ^d	Sig.	Lower Bound	0.085
		Upper Bound	0.078
	Confidence Interval	Lower Bound	0.078
		Upper Bound	0.092

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method is based on 10000 Monte Carlo samples with a starting seed of 2000000.

Source: SPSS Output

Based on the Asymp.Sig. (2-tailed) value of 0.085 > 0.05, the data is normally distributed.

Multicollinearity Test

Table 3. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	1.577	0.969		1.627	0.105		
Brand trust	0.282	0.058	0.248	4.852	<.001	0.603	1.660
Brand image	0.385	0.036	0.547	10.653	<.001	0.603	1.660

Dependent Variable: Brand loyalty

Source: SPSS Output

Based on the tolerance and VIF values of 0.603 > 0.1 and 1.660 < 10, respectively, there is no multicollinearity in this regression test. The above table shows that these two indicators are often used to conclude the intercorrelation of independent variables. Therefore, there is no multicollinearity problem if the VIF value is less than 10 and the tolerance value is more than 0.1.

Heteroscedasticity Test

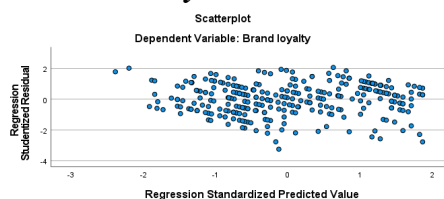


Figure 2. Scatterplot Data

Source: SPSS Output

Figure 2 shows that the data failed to form a certain pattern because it is distributed above the number 0. Therefore, the data in this regression test is heteroscedasticity.

Autocorrelation Test

Table 4. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.729 ^a	0.532	0.529	2.308	2.380

a. Predictors: (Constant), Brand image, Brand trust
 b. Dependent Variable: Brand loyalty

Source: SPSS Output

Table 4 shows that the Durbin-Watson (DW) value is 2.380 > the du value of 1.8240. This means there is no positive autocorrelation in d > du.

From the Durbin Watson table, the dl and du values are 1.79726 and 1.82410, respectively, if k = 3 and n = 300. The 4-dw or 4-2.380 = 1.620 is the formula used to determine the occurrence of negative autocorrelation and the value is not a problem because it is < 1.8240.

Hypothesis Testing

This study used partial and simultaneous tests that are meant for the T-test and F-test to examine the hypotheses.

a. T-test

Hypothesis 1 (H1)

H₀: Brand trust failed to significantly affect brand loyalty.

H₁: Brand trust positively influences brand loyalty.

Table 3 shows that the significance value of BT is 0.001 < 0.05 which means H₀ is rejected and H₁ is accepted. Therefore, H₁ indicated that BT significantly affects BL.

Hypothesis 2 (H2)

H₀: Brand image failed to significantly affect brand loyalty.

H₁: Brand image positively influences brand loyalty.

Table 3 shows that the BI significance value is 0.001 < 0.05, which

means H₀ is rejected and H₁ is accepted. Thus, H₂ indicated that BI significantly affects BL.

T arithmetic is used to determine the T-test because it is consistent with this study's results based on the significant value of T count > T table. The T value is 1.984 (0.025, 297) if the T table is (α/2, N-k (var. independent)-1). Therefore, the T-test for BT is 4.852 > 1.984, which means that BT significantly affects BL. The T-test value for the brand image is 10.963 > 1.984, which means that BI significantly affects BL. Thus, H₁ and H₂ consistently show that brand trust and image positively influence Indomie's loyalty.

b. F test

Table 5. ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	1796.668	2	898.334	168.685	<.001 ^b
	Residual	1581.678	297	5.326		
	Total	3378.347	299			

a. Dependent Variable: Brand loyalty

c. Predictors: (Constant), Brand image, Brand trust

Source: SPSS Output

Hypothesis 3 (H3)

H₀: Brand trust and image failed to positively affect brand loyalty.

H₁: Brand trust and image significantly influence brand loyalty.

Table 5 shows that the significance value is 0.001 < 0.05. Thus, H₃ indicated BT and BI positively affect BL. The F test produces an F value of 168.685 because it is obtained from the F table (k, n-k) (2, 298) = 3.00. This indicated that BT and BI positively affect BL if the F count = 168.685 > 3.00. Therefore, the significance and F values consistently produce the same conclusion.

Table 4 shows that the R-value which specifies the correlation between the independent and the dependent variables is 0.729. Thus, the coefficient of determination (KD) is R² with a value of 0.532. This indicates that BT and BI simultaneously affect BL by 53.2%. The KD of 46.8% is another factor that

influences BL but it is not examined in this study.

c. Linear Regression Equation

Table 3 shows that the linear regression model is $Y = 1.577 + 0.282 X_1 + 0.385 X_2$.

CONCLUSION AND SUGGESTION

This study's results showed the following:

H1 and H2 indicated that BT and BI significantly affect BL.

H3 showed BT and BI simultaneously influence BL, which is 53.2%. The KD of 46.8% is another factor that affects customer loyalty. Most of the respondents answered the taste of Indomie is delicious while asking the reason that caused them to have confidence in this brand. According to the LA Times in 2019, the Indomie fried variant with chicken barbecue flavor is rated as the most delicious of the instant noodles. In 2021, the New York Magazine showed that the original Indomie fried variant is one of the best 10 instant noodles in the world. Therefore, the delicious taste of this brand is proven by the recognition of international magazines abroad.

From the linear regression equation, the BI coefficient (X2) of 0.385 is greater than the BT (X1) of 0.282. This shows that a one-unit increase in BI tends to have a greater effect than BT. In Indonesia, this becomes natural because the Indomie is the most popular of all the noodles. This brand is used as a generic in mentioning the instant noodle brand. For instance, customers do name a shop that sells noodles that are eaten on the spot as an "Indomie shop".

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