

THE EFFECT OF BRAND IMAGE, BRAND TRUST AND PRICE ON CUSTOMER LOYALTY OF INDOMIE INSTANT NOODLE PRODUCTS FEB STUDENTS OF MALIKUSSALEH UNIVERSITY

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Abstract

This study aims to determine how brand image, brand trust and price influence customer loyalty of Indomie instant noodle products among students of the Faculty of Economics and Business, Malikussaleh University partially and simultaneously. The data used in this study are primary data obtained by distributing questionnaires to 120 respondents. The questionnaire trial consists of validity and reliability tests using the Cronbach's Alpha method. The classical assumption test uses the normality test, multicollinearity test and heteroscedasticity test. Hypothesis testing uses the t-test, F test and coefficient of determination R². The data analysis technique used is multiple linear regression using SPSS software version 26. The results of the study show that the Brand Image variable has a significance value of 0.007 and a t-value of 2.763 > t-table, namely 1.981, which means it has a positive and significant effect on Customer Loyalty. Thus, the first hypothesis is accepted. Meanwhile, the Brand Trust variable has a significance value of 0.001 and a t-value of 3.368 > t-table, which means it has a positive and significant effect on Customer Loyalty, so the second hypothesis is accepted. Furthermore, the Price variable shows a significance value of 0.001 and t count of 3.272 > t table, which means it has a positive and significant influence on Customer Loyalty, so the third hypothesis is accepted. Thus, it can be concluded that brand image, brand trust, and price partially and simultaneously have a positive and significant influence on customer loyalty.

Keywords: *Brand Image, Brand Trust, Price, Customer Loyalty*

INTRODUCTION

Increasingly fierce business competition demands that companies innovate and maintain consumer loyalty. This also applies to the instant food industry, particularly instant noodles, which have become an integral part of the Indonesian lifestyle. This product is chosen for its practicality, distinctive taste, and affordability, especially among students (Binari, 2023). Indomie, a brand produced by PT. Since 1972, Indofood Sukses Makmur Tbk has dominated the Indonesian instant noodle market and become a culinary icon. Indomie's success in maintaining its market leadership is inseparable from product innovation, effective marketing strategies, and its ability to understand consumer preferences (Indofood, 2024). However, increasing health awareness, the emergence of competing brands with healthier product positions, and issues regarding food additives require Indomie to continuously adapt to maintain consumer trust (Surya et al., 2022; Maraini et al., 2024). Top Brand Index data shows that although Indomie has consistently ranked first in the last three years, there has been a decline in the percentage from 72.90% in 2022 to 71.20% in 2024. This condition indicates a decline in consumer loyalty even though Indomie remains superior compared to its competitors.

Table 1. Top Brand Index Survey Results for Instant Noodles 2022-2024

No	Brand Name	2022	2023	2024
1.	Indomie	72.90%	72.50%	71.20%
2.	Delicious Noodles	15.50%	16.20%	13.90%
3.	Sarimi	2.60%	2.60%	2.40%
4.	Supermi	1.60%	1.30%	1.90%

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Durrah Safira et al

Source: Top Brand Awards (www.topbrand-award.com)

Initial observations by students from the Faculty of Economics and Business (FEB) at Malikussaleh University indicate that their loyalty to Indomie is influenced by three main factors: brand image (20%), brand trust (36.7%), and price (43.3%). This means that price has the most dominant influence, followed by brand trust, while brand image also contributes to customer loyalty. Several previous studies have shown mixed results. Some studies found that brand image, brand trust, and price had a positive effect on customer loyalty (Franadita & Silalahi, 2021; Scott, 2023; Sitohang & Rinendy, 2024). However, other studies found inconsistent results, such as that neither brand image nor price significantly influenced loyalty (Hidayah & Nugroho, 2023; Pramesti & Chasanah, 2021). This inconsistency in research results indicates a research gap that requires further study. Based on this description, this study aims to analyze the influence of brand image, brand trust, and price on Indomie customer loyalty among FEB Malikussaleh University students.

LITERATURE REVIEW

Customer Loyalty

Customer loyalty is a consumer's commitment to consistently repurchase a product despite the presence of many other brands on the market. Loyalty is not only related to purchasing behavior but also involves the emotional bond formed from satisfaction and positive experiences with a brand (Binari, 2023).

Table 2. The indicators of the main customer loyalty variables (2023) are as follows:

No	Indicator	Statement
1.	Make repeat purchases.	I have bought Indomie many times.
2.	Recommend to others.	I often recommend Indomie to my friends.
3.	No intention of switching to another brand.	Indomie is always my first choice when I want to eat instant noodles.
4.	Talking about positive things about the product.	I often talk to others about the delicious taste of Indomie.

Source: (Utami, 2023)

Brand Image

Brand image is a consumer's perception or belief of a brand that is reflected in their memory (Chinna et al., 2022). A positive brand image can increase consumer trust, influence purchasing decisions, and encourage long-term loyalty (Ramadhani & Nurhadi, 2022). Brand image dimensions generally include the strength, uniqueness, and attractiveness of brand associations. (Fahrezi & Sukaesih, 2023). This is in line with research conducted by Azman et al., (2024), Luvita et al., (2024), Sari et al., (2024), Alexander & Widjaja (2024), Binary (2023) and in research Surya et al., (2022) which states that brand image has a positive and significant influence on customer loyalty.

Table 3. The indicators of the brand image variable (Lorinda et al., 2023) are as follows.

No	Indicator	Statement
1.	Easy to recognize	Indomie is an instant noodle product that is known to many people.
2.	Strength	Indomie is an instant noodle product that is easy to remember.
3.	Simple and easy to pronounce	Indomie is an instant noodle product that is easy to pronounce.
4.	Packaging	Indomie has attractive packaging and physical appearance.

Source: (Lorinda et al., 2023)

Brand Trust

Brand trust is defined as consumer confidence in brand loyalty and fidelity. (Safitri & Mauludi, 2022). Trust is formed through the ability, kindness, and integrity demonstrated by the company (Novita & Wulandari, 2020). This result is in line with research Sitohang et al., (2024), study Prihandani & Tjahjaningsih (2022), Rahmadhani et al., (2022), Hafidz & Muslimah (2023) And in research from Riandini & Budiono (2023) found that brand trust has a positive and significant effect on customer loyalty.

Table 4. The indicators of the brand trust variable Alexander and Widjaja (2024) are as follows.

No	Indicator	Statement
1.	Trust	I trust the Indomie instant noodle brand.
2.	Reliable (Rely)	I believe that Indomie is a quality instant noodle brand.
3.	Honesty	The Indomie instant noodle brand never disappoints consumers.
4.	Safety	The Indomie instant noodle brand can provide guarantees to its consumers.

Source: (Alexander & Widjaja, 2024)

Price

Price is the exchange value that can be exchanged for money or other goods to obtain the benefits that a person or group obtains from a good or service at a certain point. Chinna et al., (2022). Consumers decide to buy a product if the benefits they receive are greater than or equal to the benefits they receive (Sari, 2023). This is in line with research conducted by Leke et al., (2023), Ningsih et al., (2024), Hidayah & Nugroho (2023), Safitri & Mauludi (2022) As well as research conducted by Biby et al., (2025) that price has a positive and significant effect on customer loyalty.

Table 5. The indicators of the price variable Alfaridho (2024) are as follows.

No	Indicator	Statement
1.	Affordability	Indomie prices are affordable and can be reached by all students.
2.	Price matches product quality	The price of Indomie is in accordance with the quality of taste and portion given.
3.	Price match with benefits	The price of Indomie is commensurate with the practical benefits and convenience it offers.
4.	Price according to ability or price competitiveness	Indomie's price is able to compete with other similar instant noodle products.

Source: (Alfaridho, 2024)

METHOD

This study uses a quantitative approach with the aim of analyzing the influence of brand image, brand trust, and price on Indomie customer loyalty among students of the Faculty of Economics and Business, Malikussaleh University. The research population was all active students of FEB Malikussaleh University, with the number of samples determined using the formula of Hair et al., (2020), namely (number of indicators + number of variables) × 6. Based on the calculation 120 respondents were obtained who were used as research samples. Data were collected using a closed-ended questionnaire with a 5 point Likert scale, ranging from strongly disagree (1) to strongly agree (5). The questionnaire instrument was designed based on research variable indicators, namely customer loyalty, brand image, brand trust, and price. Before use, the instrument was tested for validity using Pearson Product Moment correlation analysis and its reliability using Cronbach's Alpha. An item is declared valid if the r table value is > at the 0.05 significance level, and reliable if the Cronbach's Alpha value is > 0.60 (Ghozali, 2021). Classical assumption tests were conducted to determine the feasibility of the regression model, including normality tests with Kolmogorov-Smirnov, multicollinearity tests with Tolerance and Variance Inflation Factor (VIF), and heteroscedasticity tests using scatterplots. Data analysis was performed using multiple linear regression using SPSS version 26. The t-test was used to measure partial effects, the F-test was used to measure simultaneous effects, and the coefficient of determination (R²) was used to determine the proportion of customer loyalty variation that can be explained by the independent variables.

RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the influence of brand image, brand trust, and price on customer loyalty. The test results are shown in Table 6 below:

Table 6.Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(constant)	.543	1,469		.370	.712
Brand Image	.232	.084	.204	2,763	.007
Brand Trust	.311	.092	.328	3,368	.001
Price	.366	.112	.314	3,272	.001

Based on the results in Table 6, the multiple linear regression equation can be written as follows:

$$Y = 0.543 + 0.232X_1 + 0.311X_2 + 0.366X_3$$

The description of the multiple linear regression equation above is as follows:

1. The constant value (a) is 0.543. This means that if all independent variables of Brand Image, Brand Trust, and Price are considered constant and do not change or have a value of 0, then the Customer Loyalty value is 0.543.
2. Brand image (X₁) has a coefficient of 0.232 with a significance of 0.007, which means that the better the brand image, the more customer loyalty will increase.
3. Brand trust (X₂) has a positive effect with a coefficient of 0.311 and a significance of 0.001, which shows that customer loyalty increases when trust in the brand increases.
4. Price (X₃) has the largest coefficient of 0.366 with a significance of 0.001, which confirms that competitive prices and quality can strengthen customer loyalty.

This, these three variables are proven to be significant in influencing Indomie customer loyalty among FEB students at Malikussaleh University.

Coefficient of Determination Test (R²)

Table 7.Results of the Coefficient of Determination (R²) Test

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.719a	.516	.504	2,081

The coefficient of determination test results show an R value of 0.719, indicating a strong positive relationship between brand image, brand trust, and price on customer loyalty. The R² value of 0.516 indicates that the three independent variables are able to explain 51.6% of the variation in customer loyalty, while the remaining 48.4% is influenced by factors outside the model. Meanwhile, the adjusted R² value of 0.504 confirms that after adjusting for the number of variables and samples, the model still has good predictive ability.

Partial Test (t-Test)

The t-test was conducted to determine the effect of each partial independent variable on Customer Loyalty (Y). Testing criteria: if the calculated t value > t table and Sig. < 0.05, then the hypothesis is accepted.

With a sample size of 120, three independent variables, and a significance level of 5%, the t table value obtained is:

$$\begin{aligned} \text{table} &= (\alpha/2; nk) \\ &= (0.05/2 ; 120-3-1) \\ &= (0.025; 116) \\ &= 1.981 \end{aligned}$$

Table 8. Partial Test Results (t-Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	.543	1,469		.370	.712
Brand Image	.232	.084	.204	2,763	.007
Brand Trust	.311	.092	.328	3,368	.001
Price	.366	.112	.314	3,272	.001

The partial test results listed in Table 8 can be explained as follows:

1. The test results show a t-value of $2.763 > t\text{-table } 1.981$ and a significance of $0.007 < 0.05$, so that the brand image variable has a positive and significant effect on customer loyalty. This means that H_1 is accepted and H_0 is rejected, which indicates that the more positive the brand image formed, the higher the customer loyalty.
2. The brand trust variable has a t count of $3.368 > t\text{ table of } 1.981$ and a significance of $0.001 < 0.05$, so it has a positive and significant effect on customer loyalty. Thus, H_2 is accepted and H_0 is rejected, which means that the higher the customer's trust in the brand, the greater their loyalty to the product.
3. The test results show t count $3.272 > t\text{ table } 1.981$ and a significance of $0.001 < 0.05$, indicating that price has a positive and significant effect on customer loyalty. Thus, H_3 is accepted and H_0 is rejected, which means that the perception of price that is in accordance with product quality can increase customer loyalty.

Simultaneous Test (F Test)

The results of the simultaneous F-test corroborate previous findings. The calculated F-value of 41.273, with a significance level of 0.000, is significantly higher than the F-table value of 2.68. This indicates that brand image, brand trust, and price collectively have a significant influence on customer loyalty. Thus, the regression model used is deemed adequate to explain the relationship between the independent and dependent variables in this study.

Table 9. Simultaneous Test Results (f-Test)

Analysis of Variance						
Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	536,225	3	178,742	41,273	.000b
	Remainder	502,367	116	4,331		
	Total	1038,592	119			

Discussion

The results of the study indicate that brand image has a positive and significant effect on Indomie customer loyalty among students of the Faculty of Economics and Business, Malikussaleh University. The t-value of 2.763 with a significance level of 0.007 proves that the more favorable students' perceptions of Indomie's image, the greater their tendency to remain loyal. This is in line with research by Franadita and Silalahi (2021), Sari (2023), and Surya et al. (2022), which emphasizes the importance of brand image in building consumer loyalty. Brand trust was also shown to have a significant influence, with a t-value of 3.368 and a significance level of 0.001. These findings indicate that trust in the quality, consistency, and safety of Indomie products encourages students to remain loyal. These results support research by Sitohang and Rinendy (2024) and Rahmadhani et al. (2022), which emphasizes that brand trust is a key factor in maintaining long-term relationships with consumers.

Furthermore, price had the most dominant influence on customer loyalty, with a t-value of 3.272 and a significance level of 0.001. This confirms that affordable prices and product quality are the primary considerations for students in maintaining loyalty to Indomie. This finding aligns with research by Sari (2023) and Leke et al. (2023), which shows that the perception of reasonable prices can strengthen customer loyalty. Overall, this study shows that customer loyalty is formed not only by a strong brand image, but also by consumer trust and the

appropriateness of price to product quality. These three factors complement each other in creating student loyalty to Indomie, while also strengthening the brand's position as the market leader for instant noodles in Indonesia.

CONCLUSION AND SUGGESTIONS

Conclusion

This study proves that brand image, brand trust, and price have a positive and significant influence on Indomie customer loyalty among students of the Faculty of Economics and Business, Malikussaleh University. Partially, brand image can increase loyalty through positive perceptions of product reputation and quality. Brand trust also strengthens long-term relationships with consumers through confidence in product consistency and safety. Meanwhile, price is proven to be a dominant factor because students tend to maintain loyalty when the price is balanced with the benefits obtained. Simultaneously, these three variables contribute significantly in explaining variations in customer loyalty towards Indomie.

Suggestion

For Indomie producers, the results of this study emphasize the importance of maintaining and strengthening brand image through innovative packaging and promotions relevant to the younger generation, increasing consumer trust through consistent quality and responsive complaint handling, and maintaining a competitive pricing strategy by emphasizing product value. For further research, it is recommended to add other variables such as product quality, promotions, and customer satisfaction to gain a more comprehensive understanding of the factors influencing consumer loyalty.

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THE EFFECT OF BRAND IMAGE, BRAND TRUST AND PRICE ON CUSTOMER LOYALTY OF INDOMIE INSTANT NOODLE PRODUCTS FEB STUDENTS OF MALIKUSSALEH UNIVERSITY

Durrah Safira et al

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