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# The Influence of Advertising Spending and Monetary Promotion on Brand Loyalty with Brand Identification as a Mediating Variable for the Mie Sedaap Brand

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**Abstract:** This research aims to analyze the influence of advertising spending and monetary promotion on brand loyalty, with brand identification serving as an intervening variable for the Mie Sedaap brand. This study used a quantitative approach with 150 respondents, and SPSS was used for data analysis. The findings indicate that both advertising spending and monetary promotion have a positive and significant effect on brand loyalty. Furthermore, advertising spending and monetary promotion also positively and significantly influence brand identification. Lastly, brand identification is found to have a positive and significant effect on brand loyalty.

**Keywords:** advertising spending, monetary promotion, brand identification, brand loyalty.

## INTRODUCTION

The business world is becoming increasingly competitive, and the fast-moving consumer goods (FMCG) industry, particularly instant noodles, is no exception. As an alternative carbohydrate source to rice, instant noodles have become an essential part of the Indonesian diet. The high demand is driven by their affordable price, diverse flavor variations, and ease and speed of preparation. Lifestyle changes, especially the increasing number of working women and limited time for cooking, have also significantly boosted the growth of this industry (Efrizal, 2021).

In this competitive landscape, two main brands dominate the Indonesian instant noodle market: Indomie and Mie Sedaap. Indomie, as a long-standing player, demonstrates strong dominance with a Top Brand Index of 71.20% and a market penetration rate of 95.4% in 2024. Meanwhile, Mie Sedaap only achieved a 13.90% Top Brand Index, despite its product quality and extensive distribution network (R. Lestari & Elwisam, 2019). This situation indicates that Mie Sedaap faces serious challenges in building brand loyalty and increasing consumer preference amidst Indomie's dominance.

Various marketing strategies have been implemented by Mie Sedaap, such as increasing advertising spending and offering monetary promotions. However, the effectiveness of these two strategies in building brand loyalty still needs empirical review. Advertising spending is considered capable of increasing brand awareness and positive perceptions through high exposure frequency, while monetary promotions are often associated with price and value perception(Anggoro, 2022: Dewanti et al., 2018).. Nevertheless, some studies show contradictory results, such as the research by Ha et al, (2021), which found a negative influence of advertising spending on brand loyalty.

In addition to these two variables, brand identification is also an important factor that has not been widely studied in the context of low-involvement products like instant noodles. Brand identification describes the extent to which consumers feel a psychological attachment to a brand, and it can strengthen emotional connections and long-term loyalty (Sallam, 2014). Therefore, this study adopts the Theory of Planned Behavior (TPB) as a theoretical framework to explain how these three factors advertising spending, monetary promotion, and brand identification interact in influencing brand loyalty.

## METHOD

This study's sampling technique is non-probability sampling, specifically using the purposive sampling method. According to Sugiyono, (2018), purposive sampling involves selecting data sources based on specific criteria, such as individuals deemed most knowledgeable about the required information, which can facilitate the researcher in exploring the object or situation under investigation. The criteria for selecting the sample in this study are as follows:

1. Respondents must be Mie Sedaap customers.
2. Respondents must be at least 17 years old.

The data collection source for this research is primary data. Primary data was obtained by distributing questionnaires to Mie Sedaap customers. A questionnaire is a data collection technique that involves providing written questions or statements for respondents to answer. This study used 15 indicators, which, when multiplied by 10, resulted in a total sample of 150 respondents who consume Mie Sedaap.

## RESULTS AND DISCUSSION

### Validity Test

**Tabel 1. validity test result**

| Variabel | Item | R value | R table | Descriptions |
|---|---|---|---|---|
| *Advertising Spending* (X1) | X1.1 | 0.870 | 0.1603 | Valid |
| | X1.2 | 0.903 | 0.1603 | Valid |
| | X1.3 | 0.895 | 0.1603 | Valid |
| | X1.4 | 0.890 | 0.1603 | Valid |
| | X1.5 | 0.892 | 0.1603 | Valid |
| | X1.6 | 0.919 | 0.1603 | Valid |
| *Monetary Promotion* (X2) | X2.1 | 0.899 | 0.1603 | Valid |
| | X2.2 | 0.899 | 0.1603 | Valid |
| | X2.3 | 0.905 | 0.1603 | Valid |
| | X2.4 | 0.890 | 0.1603 | Valid |
| | X2.5 | 0.906 | 0.1603 | Valid |
| | X2.5 | 0.907 | 0.1603 | Valid |
| *Brand Identification* (Z) | Z1.1 | 0.885 | 0.1603 | Valid |
| | Z1.2 | 0.894 | 0.1603 | Valid |
| | Z1.3 | 0.908 | 0.1603 | Valid |
| | Z1.4 | 0.878 | 0.1603 | Valid |

| | | | | |
|---|---|---|---|---|
| | Z1.5 | 0.885 | 0.1603 | Valid |
| | Z1.6 | 0.904 | 0.1603 | Valid |
| *Brand Loyalty* (Y) | Y1.1 | 0.900 | 0.1603 | Valid |
| | Y1.2 | 0.912 | 0.1603 | Valid |
| | Y1.3 | 0.891 | 0.1603 | Valid |
| | Y1.4 | 0.886 | 0.1603 | Valid |
| | Y1.5 | 0.912 | 0.1603 | Valid |
| | Y1.6 | 0.897 | 0.1603 | Valid |
| | Y1.7 | 0.883 | 0.1603 | Valid |
| | Y1.8 | 0.896 | 0.1603 | Valid |
| | Y1.9 | 0.902 | 0.1603 | Valid |
| | Y1.10 | 0.865 | 0.1603 | Valid |
| | Y1.11 | 0.900 | 0.1603 | Valid |
| | Y1.12 | 0.884 | 0.1603 | Valid |

Source: Primary data, 2025

Based on the validity test, the calculated r-values for the variables advertising spending, monetary promotion, brand identification, and brand loyalty were all greater than the r-table value of 0.150 (df=118). Therefore, the statements in this research questionnaire are declared "valid," making these variables suitable for data collection.

## Reliability Test

**Tabel 2. Reliability test result**

| Variabel | Cronbach Alpha | Keterangan |
|---|---|---|
| Advertising Spending | 0.950 | Reliabel |
| Monetary Promotion | 0.952 | Reliabel |
| Brand Identification | 0.949 | Reliabel |
| Brand Loyalty | 0.977 | Reliabel |

Source: Primary data, 2025

The reliability test results, with an alpha value greater than 0.6 in this study, indicate that the instrument used in this research is reliable.

## Classic Assumption Test

### Normality Test

Equation 1

**One-Sample Kolmogorov-Smirnov Test**

| | | | Unstandardized Residual |
|---|---|---|---|
| N | | | 150 |
| Normal Parameters[a,b] | Mean | | ,0000000 |
| | Std. Deviation | | ,96545699 |
| Most Extreme Differences | Absolute | | ,092 |
| | Positive | | ,077 |
| | Negative | | -,092 |
| Test Statistic | | | ,092 |
| Asymp. Sig. (2-tailed) | | | ,004[c] |
| Monte Carlo Sig. (2-tailed) | Sig. | | ,149[d] |
| | 99% Confidence Interval | Lower Bound | ,140 |
| | | Upper Bound | ,158 |

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 10000 sampled tables with starting seed 2000000.

Source: Primary data, 2025

The results of the Kolmogorov-Smirnov normality test using the Monte Carlo method show that the Monte Carlo Sig. (2-tailed) value is 0.149 > 0.05. Therefore, it can be concluded that the data are normally distributed.

Equation 2

**One-Sample Kolmogorov-Smirnov Test**

| | | | Unstandardized Residual |
|---|---|---|---|
| N | | | 150 |
| Normal Parameters[a,b] | Mean | | ,0000000 |
| | Std. Deviation | | 1,54497432 |
| Most Extreme Differences | Absolute | | ,055 |
| | Positive | | ,036 |
| | Negative | | -,055 |
| Test Statistic | | | ,055 |
| Asymp. Sig. (2-tailed) | | | ,200[c,d] |
| Monte Carlo Sig. (2-tailed) | Sig. | | ,748[e] |
| | 99% Confidence Interval | Lower Bound | ,737 |
| | | Upper Bound | ,759 |

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Based on 10000 sampled tables with starting seed 299883525.

Source: Primary data, 2025

The results of the Kolmogorov-Smirnov normality test using the Monte Carlo method show that the Monte Carlo Sig. (2-tailed) value is 0.748 > 0.05. Therefore, it can be concluded that the data are normally distributed.

**Multicollinearity Test**

Equation 1

**Coefficients[a]**

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. | Collinearity Statistics Tolerance | Collinearity Statistics VIF |
|---|---|---|---|---|---|---|---|---|
| 1 | (Constant) | ,668 | ,343 | | 1,948 | ,053 | | |
| | Total_AS | ,495 | ,073 | ,495 | 6,778 | ,000 | ,337 | 6,868 |
| | Total_MP | ,482 | ,071 | ,495 | 6,768 | ,000 | ,337 | 6,868 |

a. Dependent Variable: Total_BI

Source: Primary data, 2025

The multicollinearity test results show that the tolerance value is > 0.1 and the VIF is < 10. Based on these test results, it can be concluded that there are no multicollinearity issues in this study.

Equation 2

**Coefficients[a]**

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. | Collinearity Statistics Tolerance | Collinearity Statistics VIF |
|---|---|---|---|---|---|---|---|---|
| 1 | (Constant) | ,152 | ,558 | | ,272 | ,786 | | |
| | Total_AS | ,558 | ,134 | ,277 | 4,154 | ,000 | ,228 | 5,266 |
| | Total_MP | ,596 | ,131 | ,303 | 4,548 | ,000 | ,228 | 5,242 |
| | Total_BI | ,843 | ,132 | ,418 | 6,367 | ,000 | ,229 | 4,226 |

a. Dependent Variable: Total_BL

Source: Primary data, 2025

The multicollinearity test results show that the tolerance value is > 0.1 and the VIF is < 10. Based on these findings, it can be concluded that there are no multicollinearity issues in this study.

**Heteroscedasticity Test**

Equation 1

**Coefficients[a]**

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | .224 | .230 | | .974 | .332 |
| | Total_AS | .021 | .049 | .177 | .420 | .675 |
| | Total_MP | .000 | .048 | -.003 | -.007 | .995 |

a. Dependent Variable: Abs_Res1

Source: Primary data, 2025

The results of the heteroscedasticity test indicate that the significance values for the variables Advertising Spending (X1) and Monetary Promotion (X2) are greater than 0.05. Therefore, it can be concluded that the data do not exhibit heteroscedasticity.

Equation 2

**Coefficients[a]**

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | .147 | .334 | | .441 | .660 |
| | Total_AS | -.080 | .080 | -.471 | -1.000 | .319 |
| | Total_MP | .075 | .078 | .453 | .962 | .338 |
| | Total_BI | .049 | .079 | .287 | .618 | .537 |

a. Dependent Variable: Abs_Res2

Source: Primary data, 2025

The results of the heteroscedasticity test indicate that the significance values for the variables Advertising Spending (X1), Monetary Promotion (X2), and Brand Identification (Z) are all greater than 0.05. Therefore, it can be concluded that the data do not exhibit heteroscedasticity.

**Linear Regression Test**

Equation 1

**Coefficients[a]**

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | .668 | .343 | | 1.948 | .053 |
| | Total_AS | .495 | .073 | .495 | 6.778 | .000 |
| | Total_MP | .482 | .071 | .495 | 6.768 | .000 |

a. Dependent Variable: Total_BI

Source: Primary data, 2025

Z = 0.495X1 + 0.495X2

1. The variable Advertising Spending has a coefficient of 0.495, indicating a positive (unidirectional) influence on Brand Identification. In other words, higher Advertising Spending leads to stronger Brand Identification among consumers. This is further supported by a significance value of 0.000 (< 0.05), which demonstrates that the influence of Advertising Spending on Brand Identification is statistically significant.
2. The Monetary Promotion variable has a coefficient of 0.495, indicating a positive (unidirectional) influence on Brand Identification. In other words, the greater the Monetary Promotion, the higher the Brand Identification consumers have with the brand. This is also supported by a significance value of 0.000 (< 0.05), which shows that the influence of Monetary Promotion on Brand Identification is statistically significant.

Equation 2

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | .152 | .558 | | .272 | .786 |
| | Total_AS | .558 | .134 | .277 | 4.154 | .000 |
| | Total_MP | .596 | .131 | .303 | 4.548 | .000 |
| | Total_BI | .843 | .132 | .418 | 6.367 | .000 |

a. Dependent Variable: Total_BL

Source: Primary data, 2025

Y = 0.277X1 + 0.303X2 + 0.418X3

1. The Advertising Spending variable has a coefficient of 0.277 with a significance value of 0.000 (< 0.05). This indicates that Advertising Spending has a positive (unidirectional) influence on Brand Loyalty. In other words, higher Advertising Spending leads to stronger consumer Brand Loyalty towards the brand.
2. The Monetary Promotion variable has a coefficient of 0.303 with a significance value of 0.000 (< 0.05). This indicates that Monetary Promotion has a positive (unidirectional) influence on Brand Loyalty. In other words, the greater the Monetary Promotion offered, the higher the level of consumer Brand Loyalty.

**Hypothesis Test**

**F Test**

Equation 1

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 4614,589 | 2 | 2307,295 | 2442,127 | ,000[b] |
| | Residual | 138,884 | 147 | ,945 | | |
| | Total | 4753,473 | 149 | | | |

a. Dependent Variable: Total_BI

b. Predictors: (Constant), Total_MP, Total_AS

Source: Primary data, 2025

The results from the ANOVA table show that the F-calculated value is 2442.127, while the F-table value at degrees of freedom df1 = k (number of independent variables) = 2 and df2 = n – k – 1 = (150 – 2 – 1) = 147 is 3.06 (F-table value for α = 0.05). Since the F-calculated value is greater than the F-table value (2442.127 > 3.06), and the significance (Sig.) value is 0.000, which is less than 0.05, it can be concluded that Advertising Spending and Monetary Promotion collectively have a significant influence on Brand Identification.

Equation 2

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 19017,178 | 3 | 6339,059 | 2602,249 | ,000[b] |
| | Residual | 355,655 | 146 | 2,436 | | |
| | Total | 19372,833 | 149 | | | |

a. Dependent Variable: Total_BL

b. Predictors: (Constant), Total_BI, Total_MP, Total_AS

Source: Primary data, 2025

The ANOVA table results show that the calculated F-value is 19372.833. The F-table value at degrees of freedom df1 = k (number of independent variables) = 2 and df2 = n – k – 1 = (150 – 2 – 1) = 147 is 3.06 (F-table value for α = 0.05). Since the calculated F-value (19372.833) is greater than the F-table value (3.06), and the significance (Sig.) value is 0.000 (which is less than 0.05), it can be concluded that Advertising Spending, Monetary Promotion, and Brand Identification collectively have a significant influence on Brand Loyalty.

**T Test**

Equation 1

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .668 | .343 | | 1.948 | .053 |
| | Total_AS | .495 | .073 | .495 | 6.778 | .000 |
| | Total_MP | .482 | .071 | .495 | 6.768 | .000 |

a. Dependent Variable: Total_BI

Source: Primary data, 2025

Equation 2

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .152 | .558 | | .272 | .786 |
| | Total_AS | .558 | .134 | .277 | 4.154 | .000 |
| | Total_MP | .596 | .131 | .303 | 4.548 | .000 |
| | Total_BI | .843 | .132 | .418 | 6.367 | .000 |

a. Dependent Variable: Total_BL

Source: Primary data, 2025

1. Monetary Promotion's Impact on Brand Loyalty
   Based on the Coefficients table, the Monetary Promotion (Total_MP) variable has a t-calculated value of 4.548 with a significance value of 0.000. Since the t-calculated value (4.548) is greater than the t-table value (1.976), and the significance value (0.000) is less than 0.05, $H_0$ is rejected and $H_1$ is accepted. Therefore, it can be concluded that Monetary Promotion has a positive and significant influence on Brand Loyalty.
2. Advertising Spending's Impact on Brand Identification
   Based on the Coefficients table, the Advertising Spending (Total_AS) variable has a t-calculated value of 6.778 with a significance value of 0.000. Since the t-calculated value (6.778) is greater than the t-table value (1.976) and the significance value (0.000) is less than 0.05, $H_0$ is rejected and $H_1$ is accepted. Therefore, it can be concluded that Advertising Spending has a positive and significant influence on Brand Identification.
3. Monetary Promotion's Impact on Brand Identification
   Based on the Coefficients table, the Monetary Promotion (Total_MP) variable has a t-calculated value of 6.768 with a significance value of 0.000. Since the t-calculated value (6.768) is greater than the t-table value (1.976) and the significance value (0.000) is less than 0.05, $H_0$ is rejected and $H_1$ is accepted. Therefore, it can be concluded that Monetary Promotion has a positive and significant influence on Brand Identification.
4. Brand Identification's Impact on Brand Loyalty
   Based on the Coefficients table, the Brand Identification (Total_BI) variable has a t-calculated value of 6.367 with a significance value of 0.000. Since the t-calculated value (6.367) is greater than the t-table value (1.976) and the significance value (0.000) is less than 0.05, $H_0$ is rejected and $H_1$ is accepted. Therefore, it can be concluded that Brand Identification has a positive and significant influence on Brand Loyalty.

**Coefficient of Determination (Adjusted $R^2$)**

Equation 1

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,985[a] | ,971 | ,970 | ,972 | 2,061 |

a. Predictors: (Constant), Total_MP, Total_AS

b. Dependent Variable: Total_BI

Source: Primary data, 2025

The Adjusted Coefficient of Determination (Adjusted $R^2$) in this study was 0.970. This value indicates that the independent variables, namely Advertising Spending (AS) and Monetary Promotion (MP), explain 97.0% of the variation in Brand Identification (BI). In other words, 97.0% of the changes observed in Brand Identification can be attributed to these two independent variables. The remaining 3.0% is influenced by other factors not examined in this research.

Equation 2

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,991[a] | ,982 | ,981 | 1,561 | 1,986 |

a. Predictors: (Constant), Total_BI, Total_MP, Total_AS

b. Dependent Variable: Total_BL

Source: Primary data, 2025

The Adjusted Coefficient of Determination (Adjusted $R^2$) in this study was 0.981. This value indicates that the independent variables, namely Advertising Spending (AS), Monetary Promotion (MP), and Brand Identification (BI), explain 98.1% of the variation in Brand Loyalty (BL). In other words, 98.1% of the changes observed in Brand Loyalty can be attributed to these three independent variables. The remaining 1.9% is influenced by other factors not examined in this research.

**Sobel Test**

Advertising Spending → Brand Loyalty → Brand Identification

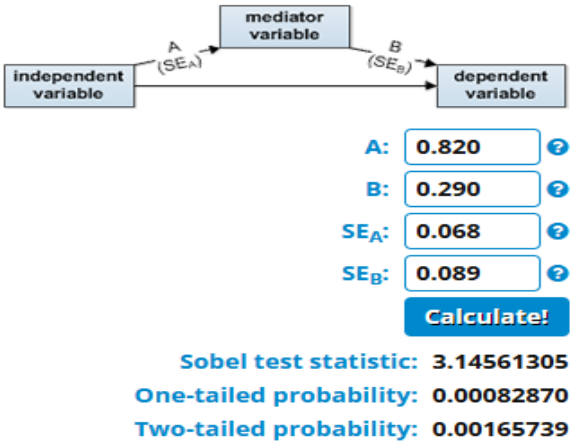



**Figure 2. Sobel Test Results**

From the Sobel Test results above, we obtained a Two-tailed probability value of 0.00000333, which is less than 0.05. Additionally, the Sobel test statistic was 4.64903944, which is greater than 1.96. Therefore, it can be concluded that the influence of Advertising Spending on Brand Loyalty through Brand Identification is significant. Consequently, the indirect effect of Advertising Spending (X1) on Brand Loyalty (Y) via Brand Identification (Z) is accepted. This means that Advertising Spending not only has a direct effect on Brand Loyalty but also a significant indirect effect through Brand Identification.

Monetary Promotion → Brand Loyalty → Brand Identification

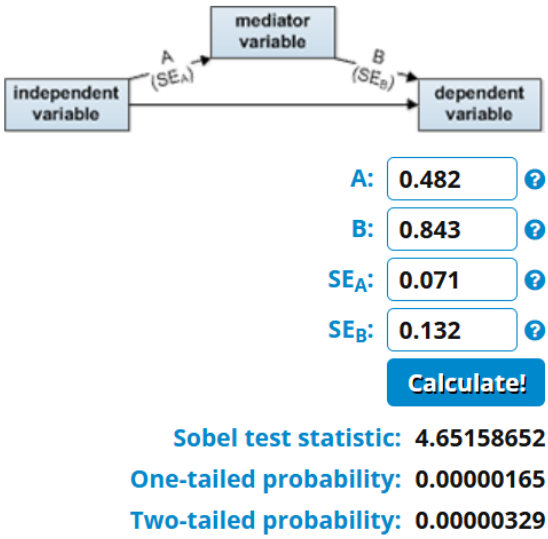



**Figure 3. Sobel Test Results**

Sobel Test Results The Sobel Test results show a Two-tailed probability value of 0.00000329, which is less than 0.05. Additionally, the Sobel test statistic is 4.65158652, meaning it's greater than 1.96. Based on these findings, we can conclude that the influence of Monetary Promotion on Brand Loyalty through Brand Identification is significant. Therefore, the indirect effect of Monetary Promotion (X2) on Brand Loyalty (Y) via Brand Identification (Z) is accepted. This indicates that the independent variable not only directly impacts the dependent variable but also significantly influences it indirectly through the mediating variable.

## Discussion

### The Influence of Advertising Spending on Brand Loyalty

The results of the study conducted on hypothesis 1 state that Advertising Spending has a positive and significant effect on Brand Loyalty. This can be seen through the regression results of the calculated t-value (4.154) > the table t-value (1.976) with a significance value of 0.000 < 0.05. These findings are supported by the highest mean score of 4.07 for the statement "Mie Sedaap is frequently advertised on many media platforms," proving that higher Advertising Spending leads to increased Brand Loyalty. This is consistent with previous research by Anggoro (2022), Ghifari (2018), Mandang (2022), Nurcahya (2014), and Purnamasari (2015), all of which found that Advertising Spending positively and significantly influences Brand Loyalty.

### The Influence of Monetary Promotion on Brand Loyalty

The results of the study conducted on hypothesis 2 state that Monetary Promotion has a positive and significant effect on Brand Loyalty. This can be seen through the regression results of the calculated t-value (4.548) > the table t-value (1.976) with a significance value of 0.000 < 0.05. These findings are supported by the highest mean score of 4.13 for the statement "Discounts on Mie Sedaap prices are frequently found on various occasions," which indicates that higher Monetary Promotion leads to increased Brand Loyalty. This is consistent with previous research by Ambitan (2021), Fithri (2014), Novianti (2022), and Sinaga (2020), all of whom also found that Monetary Promotion positively and significantly influences Brand Loyalty.

### The Influence of Advertising Spending on Brand Identification

The results of the study conducted on hypothesis 3 state that Advertising Spending has a positive and significant effect on Brand Identification. This can be seen through the regression results of the calculated t-value (6.778) > the table t-value (1.976) with a significance value of 0.000 < 0.05. These findings are supported by the highest mean score of 4.07 for the statement "Mie Sedaap is frequently advertised on many media platforms," which indicates that higher Advertising Spending leads to increased Brand Identification. This is consistent with previous research by Gujarati & Porter (2023), Mussardo (2019), and Anggelina & Sanjaya (2019), all of whom also found that Advertising Spending positively and significantly influences Brand Identification.

### The Influence of Monetary Promotion on Brand Identification

The results of the study conducted on hypothesis 4 state that Monetary Promotion has a positive and significant effect on Brand Identification. This can be seen through the regression results of the calculated t-value (6.768) > the table t-value (1.976) with a significance value of 0.000 < 0.05. These findings are supported by the highest mean score of 4.13 for the statement "Discounts on Mie Sedaap prices are frequently found on various occasions," which indicates that higher Monetary Promotion leads to increased Brand Identification. This is consistent with previous research by Gujarati & Porter (2023), Kim & Lee (2019), and Virgorita (2021), all of

whom also found that Monetary Promotion positively and significantly influences Brand Identification.

**The Influence of Brand Identification on Brand Loyalty**

The results of the study conducted on hypothesis 5 state that Brand Identification has a positive and significant effect on Brand Loyalty. This can be seen through the regression results of the calculated t-value (6.367) > the table t-value (1.976) with a significance value of 0.000 < 0.05. These findings are supported by the highest mean score of 4.03 for the statement "I feel I have a lot in common with Mie Sedaap fans," indicating that higher Brand Identification leads to increased Brand Loyalty. This is consistent with previous research by Siagian (2020), He (2014), Virgorita (2021), Pelupessy (2022), and Vegasha & Hidayat (2018), all of whom also found that Brand Identification positively and significantly influences Brand Loyalty.

## CONCLUSION

The results of the study show that **H1 is accepted**, Advertising Spending has a positive and significant effect on Brand Loyalty. This indicates that the higher Mie Sedaap's advertising expenditure, the stronger consumer loyalty to the brand. **H2 is accepted**, Monetary Promotion has a positive and significant effect on Brand Loyalty. This indicates that the greater the promotions, such as price discounts or financial incentives, offered by Mie Sedaap, the stronger consumer loyalty to the brand. **H3 is accepted**, Advertising Spending has a positive and significant effect on Brand Identification. This indicates that the higher Mie Sedaap's advertising expenditure, the stronger consumer identification with the brand. **H4 is accepted**, Monetary Promotion has a positive and significant effect on Brand Identification. This indicates that the greater the financial incentives offered by Mie Sedaap, such as price discounts or product bonuses, the stronger consumers identify with the brand. **H5 is accepted**, Brand Identification has a positive and significant effect on Brand Loyalty. This indicates that the stronger consumers identify with the Mie Sedaap brand, the higher their loyalty to the brand.

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