



DOI: <https://doi.org/10.31933/dijms.v5i3>

Received: November 15th, 2023, Revised: December 11th, 2023, Publish: January 03rd, 2024

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Analysis of Factors Affecting Customer Loyalty with Customer Satisfaction as an Intervening Variable on Indomie Products in Superindo Bekasi Regency

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Abstract: This study set out to ascertain, using customer satisfaction as an intervening variable, the impact of the independent variables—such as brand image, product quality, and promotion—on the dependent variable of consumer loyalty. This study was carried out in the Bekasi Regency's Superindo. This study employed a quantitative methodology. Primary data obtained through a questionnaire were used in this investigation. The Accidental Sampling technique was the sampling strategy employed in this investigation. The population under investigation comprises all Superindo clients. 221 respondents served as samples for this study, which was determined by using the table that Isaac and Michael created to determine the number of samples. The analysis process makes use of path analysis, multiple linear regression analysis, and descriptive quantitative analysis. The data was processed using SPSS version 25, a programme for data analysis. The results of the study indicate that brand image, product quality, and promotion all positively and significantly affect consumer satisfaction, either simultaneously or in part. In Superindo Bekasi Regency, these factors also positively and significantly affect customer loyalty to Indomie products.

Keyword: Consumer Loyalty, Brand Image, Product Quality, Promotion, Consumer Satisfaction.

INTRODUCTION

Developments are fast and instant like at this time many people want something practical, including in terms of consumption for everyday life. The ever-developing science and technology has triggered changes in human diets and lifestyles (Azizah, 2020). So far, the people's diet often consumes instant food (Hartono, 2019). This event aims to shorten time due to busyness and activities that require a lot of time, so it is not surprising that instant food products appear. Instant noodles are a practical food has spread on the market, and is loved by many parties, especially the Indonesian people (Ihsan, 2020).

The increasing number of requests for instant noodles was accompanied by the emergence of many brands of instant noodles produced by other companies. This directs competition in the instant noodle product category (Andi & Elvira, 2021). That instant

noodles are among the foods that receive special attention and are liked by the people of Indonesia because the way to serve them is not difficult and does not require a lot of time, and there are many flavors that suit the tastes of the Indonesian people. According to data published by the World Instant Noodles Association (WINA) in 2020, Indonesia is the country with the most demand for instant noodles in the world with a total of 12,640 million portions, and in the same year Indonesia ranks second as the country with the most demand for instant noodles compared to other countries.

The way to dominate the market is to influence consumer buying interest through promotions, brand image and product quality that has been built (Putra, 2019). Managing consumer desires to achieve consumer satisfaction, providing good value to the company, namely by providing concrete evidence of the company's quality (Chiguvi & Guruwo, 2017). The perception of product quality can act as a determinant of the value of the product and influence consumer purchases and loyalty to the brand (FoEh & Soetandy, 2018). All marketing efforts aim to convince consumers that the "products" being traded are of better quality than competitors' (Faeni, 2019).

Indomie has continued to occupy the top position in the Top Brand Index (TBI) position in recent years. In 2022 Indomie's TBI will reach 72.9%. This means that Indomie has very good brand strength and is quite in demand by consumers compared to other instant noodle products. In general, Indomie products are in demand by consumers in many circles. For consumers, brands have a role to produce quality and pay attention to the latest products that have the potential to provide benefits to consumers. Consumers assume that well-known brands are safer and have better quality than brands that are not well known in the market, considering that well-known brands are able to provide detailed information compared to brands that are left behind. For sellers, a brand becomes an identity and characteristic for their product and can provide legal protection for the product.

With the large number of Indomie product competitors, consumers will be faced with many products, causing different product choices. Customers can switch to other products, especially if that product offers superior product features. The purpose of this study is to ascertain whether consumer satisfaction and, in turn, consumer loyalty to Indomie products, particularly in Superindo Bekasi, can be influenced by brand image, product quality, and promotion.

The purpose of this research is to find out:

- The influence of brand image, product quality, and promotion on consumer satisfaction with Indomie products at Superindo Bekasi Regency.
- The impact of consumer satisfaction with Indomie products at Superindo Bekasi Regency on brand image.
- The influence of product quality on consumer satisfaction in Indomie products at Superindo Bekasi Regency. The effect of promotion on consumer satisfaction with Indomie products at Superindo Bekasi Regency.
- The influence of brand image on consumer loyalty to Indomie products at Superindo Bekasi Regency.
- The influence of product quality on consumer loyalty to Indomie products at Superindo Bekasi Regency.
- The influence of promotion on consumer loyalty to Indomie products at Superindo Bekasi Regency. The effect of consumer satisfaction on consumer loyalty to Indomie products at Superindo Bekasi Regency.

LITERATURE REVIEW

Brand Image

Brand image describes a series of assumptions in the minds of buyers regarding the brand, as well as one that is remembered when buying a product from a particular brand, consumers who usually use certain brands tend not to change towards brand image. According to Kotler and Keller (2016), a buyer's perception of a brand is a description of the association that the brand has in their minds. In 2016. Kotler and Keller Brand identity, brand personality, brand association, brand attitudes and behaviours, and brand advantages and benefits are examples of brand image indicators.

Product Quality

The ability of a product to meet or exceed consumer expectations or deliver results is referred to as product quality. Quality products are able to provide satisfaction to consumers and will attract consumers to buy again (Kotler & Keller, 2016). According to (Sangadji & Sopiah, 2016), there are indicators related to product quality, such as: performance, reliability, feature, durability, consistent, and design.

Promotion

The definition of promotion according to the narrative (Adi, Fathoni, & Hasiolan, 2018), which aims to inspire buyers to become more familiar with the product and like to buy the product. (Kotler & Keller, 2016) adds that promotion is a method companies use to communicate with buyers/target markets in order to inform products/companies so that consumers are willing to buy them. Kotler & Keller, (2016) mentions promotion indicators, consisting of: promotional message, promotion media, promotion time, and promotion frequency.

Consumer Loyalty

Tjiptono (2014) defines customer loyalty as the dedication of consumers to brands, products, retailers, and suppliers on the basis of positive attributes. In other words, if complaints and satisfaction lead to a commitment to a specific brand. (Hurriyati (2015) defines consumer loyalty as the propensity of buyers to consistently repurchase the goods they desire over an extended length of time, regardless of the impact of circumstances and promotional initiatives that have the potential to alter behaviour. (Rahmayanty, 2013) mentions if there are indicators of loyalty, such as: buy back, product consuming habits, often likes brands, not intend to try other products, trust in brand, including suggest brands / products to other parties.

Consumer Satisfaction

Kotler & Armstrong (2015) mention that consumer satisfaction is to find out how far product performance is based on consumer desires. If the performance of the product is far from their desires/expectations, it will trigger consumers to be dissatisfied. If performance matches or exceeds expectations, consumers will be satisfied. If customers are satisfied with the quality of a product or brand, they will naturally remain loyal to that product or brand. Tjiptono & Chandra, (2016) explained that there are indicators of consumer satisfaction, namely: hope relevance, repurchase desire, kindly suggest, creation of buying decisions to one company, brand image creation.

Hypothesis Formulation and Conceptual Framework

Brand image is an essential factor for every company because brand image is an impression from consumers on the company (Antara & Rastini, 2022). Previous research has proven that brand image can influence consumer satisfaction with products (Rusandy, 2018) where the better a product is viewed or evaluated by consumers, the higher consumer satisfaction will be when consuming the product (Usvela et al., 2019). Product

quality is also thought to influence consumer satisfaction with products (Ziaullah et al, 2014). Product quality will determine whether or not consumer expectations of the product are met, with satisfied consumers feeling satisfied and dissatisfied consumers feeling dissatisfied if consumer expectations are not met (Chinomona et al, 2013). Product promotion, in addition to brand image and product quality, can influence consumer satisfaction (Cuong & Khoi, 2019). Promotion is one way for companies to communicate to consumers. The more intensive the promotion is, the more consumers feel that the information they receive about the product is higher, so this will increase consumer satisfaction when consuming the product (Suastini & Mandala, 2019).

Customer loyalty is also impacted by a brand's image. As per Taskin et al. (2016), companies need to establish a favourable perception of their product brand before they can nurture customer loyalty. Consumers will prioritise products with a good reputation, so if a product has a good brand image and reputation, consumers will find it difficult to switch to other products (Saleem & Omar, 2015). Product quality is the consumer's understanding that the products offered by the company have added value that is not owned by its competitors (Irhandi & Sapta, 2021). Customers will be more loyal to a product and choose to use it over rival offerings when they believe it to be of superior quality (Kataria & Saini, 2019). In addition to brand image and product quality, promotions also affect consumer loyalty (Irhandi & Sapta, 2021). Promotion of the product will make consumers feel familiar and used to the product, causing them to continue consuming it over other products (Solihin et al., 2021). Furthermore, consumer satisfaction is also believed to have an effect on customer loyalty. According to Rai and Medha (2013), the foundation of customer loyalty is sustained customer satisfaction, which is paired with an emotional bond derived from the company's dependability and offerings.

The following is the conceptual framework of this research as in the following figure. Based on the theory quoted above, the following hypotheses can be formulated:

H1: At Superindo Bekasi Regency, brand image, product quality, and promotion all have an impact on Indomie customer satisfaction.

H2: Brand image affects Indomie consumer satisfaction at Superindo Bekasi Regency.

H3: Product quality affects Indomie consumer satisfaction at Superindo Bekasi Regency.

H4: Promotion affects consumer satisfaction of Indomie products at Superindo Bekasi Regency.

H5: Brand image influences Indomie consumer loyalty at Superindo Bekasi Regency.

H6: Product quality influences consumer loyalty for Indomie products at Superindo Bekasi Regency.

H7: Promotions influence Indomie consumer loyalty at Superindo Bekasi Regency.

H8: Consumer satisfaction influences consumer loyalty for Indomie products at Superindo Bekasi Regency.

Variable	Indicators	Reference
X1 (Brand Image)	1. Brand identity 2. Brand personality 3. Brand association 4. Brand attitudes and behavior 5. Brand benefits and advantages	Kotler & Keller, (2016) FoEh, J.E.H.J. et al
X2 (Product Quality)	1. Performance 2. Reliability 3. Feature	Sangaji & Sopiah, (2016) FoEh, J.E.H.J. et al

	4. Durability 5. Consistent 6. Design	
X3 (Promotion)	1. Promotional messages 2. Promotional media 3. Promotion time 4. Promotion frequency	Kotler & Keller, (2016) FoEh, J.E.H.J. et al
Z (Consumer Satisfaction)	Repurchase Habits of consuming the brand Always love the brand Don't want to try competing products Believe that the brand is the best Recommend the brand to other people	Rahmayanti, (2013) FoEh, J.E.H.J. et al
Y (Consumer loyalty)	1. Matching expectations 2. Intention to repurchase 3. Willingness to recommend 4. Create purchasing decisions at the same company 5. Create a brand image	Tjiptono & Chandra, (2016) FoEh, J.E.H.J. et al

The Likert scale values used are 5 (strongly agree), 4 (agree), 3 (neutral), 2 (disagree) and 1 (strongly disagree) relating to the statements in the questionnaire.

METHOD

Data Collection Methods

This research was conducted by surveying consumers who bought Indomie products at Superindo Bekasi. Respondents were chosen accidentally from those who came to shop at Bekasi Superindo. The average Indomie buyer at Bekasi Superindo is 580 people per month which is used as the research population. With a 5% error rate, Isaac and Michael's table for calculating the number of samples from the population was used to determine the sample size. 221 samples were thus acquired.

Data was obtained through interviews with buyers using a prepared questionnaire. Interviews are structured by measuring 5 main variables, each with indicators measured using a Likert scale to convert qualitative answers into quantitative values. The Likert scale used is the respondent's answer regarding the indicators of each variable as stated in the conceptual framework of this research.

Variabel and indicators

The Likert scale values used are 5 (strongly agree), 4 (agree), 3 (neutral), 2 (disagree) and 1 (strongly disagree) relating to the statements in the questionnaire.

Data Analysis Methods

Multiple linear regression analysis and path analysis were used in this study with the help of the Statistical Product And Service Solution (SPSS) software programme version 25. Before performing multiple linear regression analysis tests, the previous Likert scale ordinal

data must be converted into interval data (FoEh & Papote, 2021). Multiple linear equations are formulated as follows:

$$\text{Equation 1 : Consumer Satisfaction} = b_1X_1 + b_2X_2 + b_3X_3 + e_1$$

$$\text{Equation 2: Consumer Loyalty} = b_1X_1 + b_2X_2 + b_3X_3 + b_4Z + e_2$$

Where :

Y : Consumer Loyalty

X₁ : Brand Image

X₂ : Product Quality

X₃ : Promotion

Z : Consumer Satisfaction

b₁, b₂, b₃, b₄ : Regression Coefficients

e : Error

In this study, the path analysis is consumer satisfaction. Path analysis can be used to calculate the magnitude of the coefficient from the dependent variable to the independent variable. By observing the coefficient's magnitude, one can compare the direct and indirect influence's magnitude. Which variable has the most and least influence on the dependent variable will be shown by the coefficient value.

A standardised regression coefficient is the path coefficient. Two structural equations are created in order to calculate the path coefficient: the proposed regression equation. The structural equation developed in this research is as follows:

$$\text{Equation 1 : Consumer Satisfaction} = \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e_1$$

$$\text{Equation 2: Consumer Loyalty} = \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \beta_7Z + e_2$$

Where:

Y : Consumer Loyalty

Z : Consumer Satisfaction

X₁ : Brand Image

X₂ : Product Quality

X₃ : Promotion

β₁, β₂, β₃, β₄, β₅, β₆, β₇ : Regression Coefficients

e : Error

In carrying out multiple linear regression analysis and path analysis, it should be required to carry out classical assumption tests in order to get good regression results.

Our research adopts an entrepreneurial ecosystem approach, examining the interactions and interdependencies between UAs, EE, and entrepreneurial universities (Stam, 2018; Spigel, 2017). We supplement our neoteric literature review with an iterative definition of EE to provide an evolving enquiry perspective in nascent research on UAs, entrepreneurial ecosystems, and entrepreneurial universities. Previous research has identified various accelerators outside the traditional scopes, aiming to develop regional and university-based entrepreneurial ecosystems. Aside from the resource-based view, we found that open innovation and social capital theory are increasingly complementary frameworks (Hausberg and Korreck, 2021). Thus, we apply these premises to guide the current study.

To our knowledge, this is the first multi-method investigation of UAs' status in Indonesia. It offers a preliminary literature review, quantitative analysis of the UAs, and traditional inferences on their identified best practices. Furthermore, assessing the integration of university strategic intents on entrepreneurship, startups, EE and UAs using emergent enquiry is a first-of-its-kind study within the Indonesian context. Our design is a four-stage approach to address the three research gaps identified in this study while extending the

previous research on the Australian EE status by Maritz et al. (2022). Figure 1 summarises our research design.

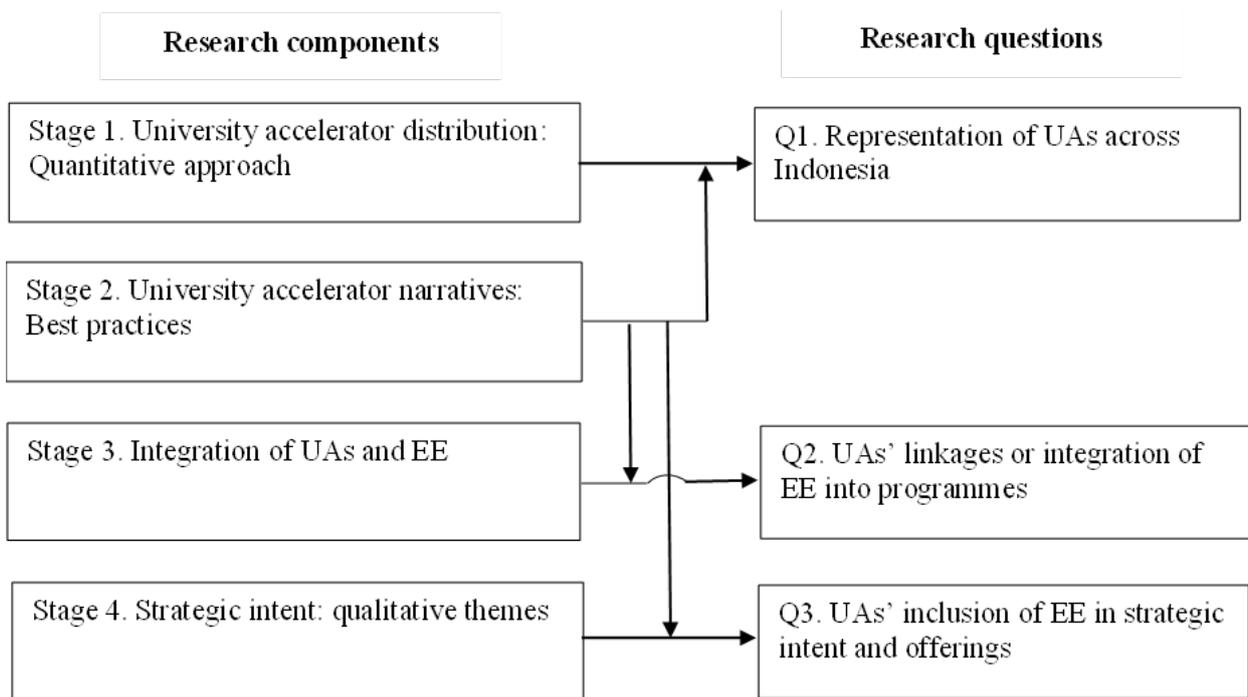


Figure 1. Research design

Our study's quantitative section includes the collection of publicly accessible data on Indonesian university websites for the period between 10th May 2022 to 15th August 2022. Additionally, we provided discussions and obtained clarifications and inferences from 55 university accelerator personnel, including desk research, informal discussions at industry meetings, collaborative events, and live and virtual academic events. It should be noted that no specific consent was confirmed from the respondents. Therefore, they have remained anonymous. Nonetheless, the data provided information for symbolic and substantive management actions (Hambrick and Lovelace, 2018; Zott and Huy, 2007). In addition to the data collection, we created a compound ranking of the UA distribution, as shown in Appendix 1. Indonesian *University Accelerator Distribution*. We then provide a summary of the Indonesian HEIs in Table 1. Summary of universities in Indonesia. Lastly, 71 Indonesian universities provided public information on their websites' strategic intents (Table 4), objectives, offerings, and significant activities. The overview of the results from our research design is as follows.

Data Analysis Methods

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Equation 2 : Consumer Loyalty = $b_1X_1 + b_2X_2 + b_3X_3 + b_4Z + e_2$

Where :

Y : Consumer Loyalty

X1 : Brand Image

X2 : Product Quality

X3 : Promotion

Z : Consumer Satisfaction

b1, b2, b3, b4 : Regression Coefficients

e : Error

In this study, the path analysis is consumer satisfaction. Path analysis can be used to calculate the magnitude of the coefficient from the dependent variable to the independent variable. By observing the coefficient's magnitude, one can compare the direct and indirect influence's magnitude. Which variable has the most and least influence on the dependent variable will be shown by the coefficient value.

A standardized regression coefficient is the path coefficient. Two structural equations are created in order to calculate the path coefficient: the proposed regression equation. The structural equation developed in this research is as follows:

Equation 1 : Consumer Satisfaction = $\beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e_1$

Equation 2: Consumer Loyalty = $\beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \beta_7Z + e_2$

Where:

Y : Consumer Loyalty

Z : Consumer Satisfaction

X1 : Brand Image

X2 : Product Quality

X3 : Promotion

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6, \beta_7$: Regression Coefficients

e : Error

In carrying out multiple linear regression analysis and path analysis, it should be required to carry out classical assumption tests in order to get good regression results.

RESULTS AND DISCUSSION

Validity, Reliability and Classical Assumption Tests

One can ascertain the level of validity by contrasting the computed r value with the r table. The question is accepted if $r_{count} > r_{table}$. Because all validity test results for each indicator are greater than 0.361, it is declared valid.

Reliability testing is performed to determine how stable the measurement results appear after being used more than twice. This study employed the Cronbach alpha value for the reliability test. To be considered reliable, the tested questionnaire's Cronbach alpha value needs to be higher than 0.60. Every variable in this test has a Cronbach's alpha value that is higher than the norm, indicating the validity of every research variable.

The Kolmogorov Smirnov test and graphic analysis (histogram and normal P-P plot regression standardized diagram) were the two methods used in this study to perform the normality test. The results of the tests indicate that the distribution is assumed to be normal.

The multicollinearity test can be run using the tolerance value, the variance inflation factor (VIF), or the outcomes of the regression analysis. There is no sign of multicollinearity if the tolerance value is higher than 0.1 and the VIF value is lower than 10.

For the heteroscedasticity test, a scatterplot or data processing with SPSS Version 25 can be utilized. The points are dispersed above and below the number 0 on the Y axis and lack a discernible pattern, according to the analysis of the heteroscedasticity test graph. This demonstrates unequivocally that heteroscedasticity is not present.

Hypothesis Testing and Discussion

Multiple Linear Regression Analysis of Consumer Satisfaction

Table 1 shows the findings of an analysis of the impact of brand image, product quality, and promotion on consumer satisfaction.

Table 1. Results of Multiple Linear Regression Analysis; The Influence of Brand Image, Product Quality and Promotion in Influencing Consumer Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.157	.956		2.257	.025
Brand Image	.150	.066	.137	2.286	.023
Product Quality	.345	.050	.387	6.881	.000
Promotion	.466	.073	.371	6.421	.000

a. Dependent Variable: Consumer Satisfaction

Table 1's computation results indicate that the multiple linear regression equation can be expressed as follows.

$$\text{Consumer Satisfaction} = 2,157 + 0,150 X_1 + 0,345 X_2 + 0,466 X_3$$

The intercept value of 2.157 shows that the consumer satisfaction value is not satisfied if marketing, product quality, and brand image are thought to be ineffective. The same table indicates that there is a marginally significant relationship between all independent variables and customer satisfaction (t 0.05). Promotion affects customer satisfaction more than brand image and product quality, as shown in Table 1.

Table 2. F-test results for brand image, product quality and promotion influencing consumer satisfaction ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1161.560	3	387.187	101.580	.000 ^b
	Residual	827.131	217	3.812		
	Total	1988.691	220			

a. Dependent Variable: Consumer Satisfaction
 b. Predictors: (Constant), Promotion, Product Quality, Brand Image

Likewise, the F test results (H₁) show that simultaneously all independent variables influence consumer satisfaction very significantly (See Table 2; F calc = 101.580 and F < 0.000).

Multiple Linear Regression Analysis of Consumer Loyalty

Table 3 displays the partial test results (t) of how consumer satisfaction, brand image, and product quality affect brand loyalty.

Table 3. T Test Results for Brand Image, Product Quality, Promotion and Satisfaction Consumers in Influencing Consumer Loyalty Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.458	1.065		-.430	.667
Brand Image	.259	.073	.195	3.536	.000
Product Quality	.286	.061	.265	4.691	.000
Promotion	.056	.087	.037	.646	.519
Consumer Satisfaction	.530	.075	.438	7.087	.000

a. Dependent Variable: Consumer Loyalty

The statistical test results in Table 3 show that the results of hypothesis tests 2 to 8 are as follows:

- H₂: Brand image has a positive and meaningful influence on consumer satisfaction.
- H₃: Product quality has a positive and meaningful influence on consumer satisfaction
- H₄: Promotion has a positive and meaningful influence on consumer satisfaction
- H₅: Brand Image has a positive and meaningful influence on consumer loyalty
- H₆: Product quality has a positive and meaningful influence on consumer loyalty
- H₇: Promotion has no significant effect on consumer loyalty because the sig value in Table 3 is 0.519 > 0.05.
- H₈: Consumer satisfaction has a positive and meaningful influence on consumer loyalty

From Table 3 the following multiple linear regression equation can also be obtained as follows.

$$\text{Consumer Loyalty} = -0,458 + 0,259 X_1 + 0,286 X_2 + 0,056 X_3 + 0,530 X_4$$

The intercept value is -458, as shown in the equation above. This means that if the four independent variables (brand image, product quality, promotion, and customer satisfaction) are not present, consumer loyalty is negative or can shift to another product brand. The statistical test results also show that customer satisfaction has a greater influence on consumer loyalty than the other three independent variables (0.530).

Coefficient of Determination Test Results (R²)

The magnitude of the combined influence contribution from the independent variables on the dependent variable is ascertained and predicted using the coefficient of determination test (R²). The range of the coefficient of determination is 0 to 1. The dependent variable is significantly impacted by the independent variable if the value is near to one. The findings of the test of the relationship between brand image, product quality, and promotion and customer satisfaction are displayed in Table 4.

Table 4. Results of the Determination Coefficient Test for Brand Image, Product Quality and Promotion on Consumer Satisfaction

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.764	.584		.578	1.952348
a. Predictors: (Constant), Consumer satisfaction, Brand image, Product quality, Promotion					

Table 4 shows that the adjusted R-square is 0.578, meaning that 57.8% of the dependent variable is determined by the independent variables, and the remaining 42.2% is determined by variables that are not part of the equation model. Additionally, Table 5 demonstrates that the adjusted R-square is 0.651, meaning that 65.1% of the dependent variable's influence comes from the independent variable, with the remaining 34.9% coming from variables that are not part of the equation model.

Table 5. Test Results for the Coefficient of Determination of Brand Image, Product Quality, Promotion and Consumer Satisfaction in Influencing Consumer Loyalty

Model Summary					
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.811	.658		.651	2.150392
a. Predictors: (Constant), Consumer satisfaction, Brand image, Product Quality, Promotion					

Path Analysis Results

The following is Figure 2, the path diagram obtained from the results of statistical analysis model:



Figure 2. Path Analysis Structural Model

• *Brand Image Calculation Description:*

Brand image directly influences consumer loyalty by 0.195. Brand image has an indirect influence on consumer loyalty as much as $0.137 \times 0.438 = 0.06$.

The standard beta coefficient value for brand image had an indirect influence of 0.06 and a direct influence of 0.195 on consumer loyalty, per the path analysis. According to these results, the direct influence (0.195) outweighs the indirect influence (0.06). Because consumers no longer have to question this brand because it is already well-known, it is therefore possible to draw the conclusion that brand image directly affects consumer loyalty.

• *Product Quality Calculation Description:*

Customer loyalty is directly influenced by product quality by 0.265. Product quality indirectly affects customer loyalty by $0.387 \times 0.438 = 0.169$. The standard beta coefficient value of product quality had a direct influence on consumer loyalty of 0.265 and brand image had an indirect influence on consumer loyalty of 0.169, according to the path analysis calculation, leading to the conclusion of quality. Indomie's reputation for quality among Indonesians means that the product directly affects customer loyalty.

• *Promotion Calculation Description:*

Up to 0.037 is the direct impact of promotion on customer loyalty. Promotion has an indirect effect on customer loyalty of $0.371 \times 0.438 = 0.162$. The results of path analysis calculations showed that the standard value of the direct beta coefficient of promotion had a direct impact of 0.037 on consumer loyalty, while brand image had a direct impact of 0.162. This suggests that, although promotions had an indirect influence of 0.162, their direct impact of 0.037 was less than that of the indirect influence. This demonstrates how promotions that increase customer satisfaction have a knock-on effect on customer loyalty.

CONCLUSION

- At Superindo Bekasi, customer satisfaction with Indomie is greatly influenced by brand image, product quality, and promotions. This indicates that winning over Indomie customers requires a strong brand image, high-quality products, and effective marketing.
- At Superindo Bekasi Regency, customer satisfaction with Indomie products is positively and significantly impacted by brand image.
- Product quality at Superindo Bekasi Regency has a significant and positive impact on customer satisfaction with Indomie products.
- At Superindo Bekasi Regency, promotions have a significant and positive effect on customer satisfaction with Indomie products.
- At Superindo Bekasi Regency, brand loyalty has a positive and significant impact on Indomie consumer loyalty.
- At Superindo Bekasi, product quality has a significant and positive impact on Indomie customer loyalty.
- At Superindo Bekasi Regency, promotions have a major effect on customers' loyalty to Indomie products.
- At Superindo Bekasi Regency, customer satisfaction has a significant and positive impact on customer loyalty to Indomie products.

Research Suggestions

- Companies must maintain a positive image of the brand, create product characteristics and maintain product quality due to the increasing number of similar competing products appearing so that consumer loyalty will continue to be maintained, by carrying out promotions that are attractive, innovative, entertaining and easy to understand so that consumer loyalty is formed. Companies must maintain public trust and a positive image, as well as improve their quality, in order to maintain consumer loyalty.
- Future researchers can broaden the sample size and study populations other than Superindo customers. This study is expected to increase readers' knowledge of brand image, product quality, and promotions in influencing consumer loyalty, with consumer satisfaction serving as an intervening variable for Indomie products in Superindo Bekasi.

Research Limitations

- Measuring Indomie consumer loyalty and satisfaction is complex. Consumer loyalty and satisfaction are not only influenced by brand image, product quality or promotion, but there are various factors that researchers did not use in this study.

- This study uses a survey method by sending questionnaires to visitors to Superindo Bekasi Regency with a population of 221 people. If this study is implemented on a larger population/sample, of course the results obtained will be able to represent the actual situation.

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