

FACTORS AFFECTING BRAND LOYALTY ON IMPORTED INSTANT NOODLES PRODUCTS MEDIATED BY BRAND TRUST

ANDREAS YOSHIRO OGAWA
FENDY CUANDRA

Management Department, Universitas Internasional Batam, Batam, Indonesia
andreasyoshiroogawa@gmail.com, fendy.cuandra@uib.ac.id

Received: April 23, 2022; Revised: June 1, 2022; Accepted: June 20, 2022

Abstract: *Imported products that are often favored are instant noodles, there is also an urge to immediately try and buy these products in line with current trends. The research was carried out with the aim of knowing brand loyalty in imported instant noodle products with brand trust as a mediation which was influenced by the variables of brand experience, perceived value, brand association, and brand awareness. The sample of this research is the Millennial/Y/Z generation in Batam City, with a sample of 408 data. Furthermore, the processing of this sample data will utilize the SmartPLS 3.2.9 software. The finding of this study showed that brand loyalty has direct effect by brand experience, perceived value, and brand trust, while brand association and brand awareness were not. The direct test also shows that brand trust is positively and significantly influenced by perceived value, brand association, and brand trust, while brand experience is not. The indirect test results through brand trust only succeeded in mediating brand awareness on brand loyalty, while other variables did not.*

Keywords: Brand experience, perceived value, brand association, brand awareness, brand trust, brand loyalty

Abstrak: Produk impor yang sering difavoritkan adalah mie instan, ada juga yang mendesak untuk segera mencoba dan membeli produk tersebut sesuai dengan tren saat ini. Penelitian ini dilakukan dengan tujuan untuk mengetahui brand loyalty pada produk mie instan impor yang dimediasi oleh brand trust dengan pengaruh oleh variabel brand experience, perceived value, brand association, and brand awareness. Sampel penelitian ini adalah generasi Milenial/Y/Z di Kota Batam, dengan sampel sebanyak 408 data. Selanjutnya pengolahan data sampel ini akan memanfaatkan software SmartPLS 3.2.9. Temuan penelitian ini menunjukkan bahwa brand loyalty dipengaruhi langsung oleh brand experience, perceived value, dan brand trust, sedangkan brand association dan brand awareness tidak. Uji langsung juga menunjukkan bahwa brand trust dipengaruhi secara positif dan signifikan oleh perceived value, brand association, dan brand trust, sedangkan brand experience tidak. Hasil pengujian tidak langsung melalui brand trust hanya berhasil memediasi brand awareness terhadap brand loyalty, sedangkan variabel lainnya tidak.

Kata kunci: Brand experience, perceived value, brand association, brand awareness, brand trust, brand loyalty

INTRODUCTION

In this era of globalization there are a lot of international integration relationships between countries, this situation makes every new business actors emerge with the creation of new products and services. Market demands and also see the opportunity to enter must carefully utilize producers and importer on potential markets. The strategy of these businesses must also be appropriate and effective on its markets, so that every consumer can be planted with thinking repeatedly and not to move hearts to other brands or can be called loyalty of the brand of goods and services of certain business people. Every brand of products from abroad always produces a lot of enthusiasts especially for culinary lovers who will often hunt imported products. Imported products that are often popular are instant noodles, because every product of instant imported noodles has a new taste and sensation for the connoisseurs, and also the urge to immediately try and buy the product as the current day trends. Various instant imported mi products have now entered a lot on the Indonesian market, some even open a special business selling these importers products, making each consumer no need to bother to order remotely.

Table 1 Top 15 Countries with Number of Requests for Instant Noodle Portions

Rank	Country	2019 (in million)	2020 (in million)
1	China/Hong Kong	41.450	46.350
2	Indonesia	12.520	12.640
3	Vietnam	5.430	7.030
4	India	6.730	6.730
5	Japan	5.630	5.970
6	United States	4.630	5.050
7	Philippines	3.850	4.470
8	South Korea	3.900	4.130
9	Thailand	3.570	3.710
10	Brazil	2.450	2.720
11	Nigeria	1.920	2.460

12	Russia	1.910	2.000
13	Malaysia	1.450	1.570
14	Nepal	1.640	1.540
15	Mexico	1.170	1.160

Source: World Instant Noodle Association (2021)

Reporting from the official website of the World Instant Noodles Association (WINA), shows that many countries have increased demand for instant noodles. The existence of the spread of the virus at the beginning of 2020 made panic buying conditions that increase so that instant noodles became the most important options for the long term, therefore instant noodles became very popular for many people at that time. For Indonesian countries themselves every year there is an instant noodle request of ±12,640 million packs which ultimately made Indonesia rank 2 largest in the world in 2020 (source: instantnoodles.org) and 46.8% per person who consumed it in 2019 (statista.com). Not only in Indonesia, foreign import noodle producers also export to various countries around the world. Even though in the midst of the Covid-19 pandemic, the level of exports from these producing countries did not decrease and even increased, this can be seen from the export activities of instant noodles carried out by various countries such as South Korea, Japan, China, and others. But the most striking is South Korea, because this country broke the record with the largest instant noodle export rate in the world. Export data of instant noodles from Korea or can be referred to as 'Ramyon' shows that in 2021 the value of exports received is \$607.9 million, an increase of about 10.6% from 2020, which is only \$603.6 million. This is because global demand for instant noodles which are used as emergency food or supplies is getting higher because many do not come out during the pandemic. The largest instant noodle exports were to China at \$133.4 million, followed by exports to the United States which reached nearly \$70.8 million, Japan (\$58.8 million), Taiwan (\$29.2 million), the Philippines (\$26 million), Malaysia (\$25 million),

to Australia (19.5 million), and to Thailand (\$27.2). In this case, Indonesia is not included in the largest export for South Korea in its instant noodles because as reported by the World Instant Noodles Association (WINA) website, Indonesia likes and consumes a lot of 'Mie Goreng' products which contain flavored ingredients such as vegetables, chicken, and vegetables shrimp that has a lot of chili seasoning and is labeled halal, which means here is a local brand product, namely 'Indomie' which is very dominant in market share in Indonesia and even in the world.

Facing the increasingly widespread global market competition, efforts to create loyalty for each customer are very necessary, especially from the brand experience of the product. Brand experience is the stimulus that brands create for consumer behavior, internal, and subjective reactions through their experiences. Directly or indirectly from the experience of this brand depends on the product, service or company. It could be said to include customer interactions with different logos, packaging, advertisements and brand touch points in public spaces and in malls (Pribadi et al. 2019). It is important to know from every brand of importer noodle product, whether the experience that has been created from business people through their brand has had an impact on the market.

Business people are also inseparable from the value of the product that must be put forward in order to be able to maintain their products in the long term because perceived value is a consumer who receives benefits and gives an overall assessment of the utility of a product based on the benefits, and in obtaining the product, there are things that must be sacrificed (Erianti & Athanasius, 2020). Perceived value is the difference between the benefits evaluated from consumer perceptions and offers with sacrifices and alternatives (Pratiwi et al. 2021).

Every aspect of the brand that is always remembered by consumers such as non-

physical characteristics of the product, reputation, product innovation, and market position is contained in the brand association (Susilowati & Sari, 2020). If there are many relationships between these associations, it can create strong brand awareness of a brand product because brand awareness can be categorized in two aspects, including introduced brands and brand memory (Alkhaldeh & Eneizan, 2018), each product brand certainly has its own characteristics. In order to attract their potential market, this needs to be done so that they are not easily eliminated from their potential market. The purpose of marketing each product that you want to gain profit from is also to increase brand trust from consumers to business people, because trust in customer-company relationships is a key feature in building it. Then this can affect customer loyalty to a product brand (Atulkar 2020).

Based on this introduction, the research was conducted with the aim of knowing the brand loyalty of the millennial/Y/Z generation in Batam City on imported instant noodle products by mediating brand trust which is influenced by the variables of brand experience, perceived value, brand association, and brand awareness.

Brand Experience

Ramirez and Merunka (2019) suggest that brand experience is based on sensorial, affective, intellectual, and behavioural. Sensorial brand experience will affect the stimulation of the senses of brand exposition such as seeing, feeling, smelling, sound, and touch. Affective brand experience in which there is an inner bond that arises when interacting with them about the brand and its emotions that in still in the minds of consumers and create positive or negative reactions. Intellectual brand experience is imaginative or analytical thinking that arises from consumers because it is stimulated by the brand to cultivate in the process of idea generation and think accurately and logically to find answers to questions. Khan and Fatma (2019) said that when the function of the brand experience runs,

it will become an important personal input so that consumers will grow their trust. The last one is the behaviour brand experience, which is a physical action that is triggered by certain brand stimuli to carry out purchasing activities for customers. Brand experience is consumers who are driven to buy products with the same brand again through the experience of a brand (Pratiwi et al. 2021). It can also be said that when a brand has experiences that trigger consumers, it can be the main goal every time it has to do with the type, price, quality and functional attributes of a brand.

H₁: There is a significant effect of brand experience on brand loyalty

H₅: There is a significant effect of brand experience on brand trust

H₁₀: There is a significant effect of brand experience on brand loyalty through brand trust as a mediation

Perceived Value

Perceived value can be explained in general as a customer obtaining welfare related to what is given such as the price paid plus other costs (Ashraf et al., 2018). Perceived value can also be given to consumers on each overall assessment of the function of the product, based on an understanding of what is obtained and given (Atulkar 2020). Brands with perceived value are very much needed during the buying and decision-making process, because this shows the utility principle of perceived value so that a strong brand can be identified and often brand loyalty can be increased. Putra and Keni (2020) stated that a customer has great perceived value for a brand, so brand loyalty will be instantly maintained, so that in determining loyalty, perceived value is an important predictor. Putra and Keni (2020) mention that a customer has a great perception of value for a brand, then brand loyalty will be able to be maintained instantly, so that in determining loyalty, perceived value is an important predictor. The higher the perceived value, the more significant trust will be (Wijaya et al. 2020).

Descriptively, it says that perceived value can be built because of the availability and affordable products (Pratiwi et al. 2021).

H₂: There is a significant effect of perceived value on brand loyalty

H₆: There is a significant effect of perceived value on brand trust

H₁₁: There is a significant effect of perceived value on brand loyalty through brand trust as a mediation

Brand Association

If this association is owned by customers positively with a brand, then brand loyalty and vice versa will be shown from this (Chinomona & Maziriri, 2017). Brand association is every aspect of a brand that is always remembered by consumers such as non-physical characteristics of the product, reputation, product innovation, and market position (Susilowati & Sari 2020). Brand associations are related to products that are in memory. The higher the brand association, the higher the consumer's liking and attachment to the brand and this is also able to be increasingly recognized by consumers which in the end has an impact on higher brand loyalty. Brand associations are also considered as service providers who can provide guarantees and promises for their brands to each of their customers, especially so that each customer increasingly believes that their needs and desires can be satisfied.

H₃: There is a significant effect of brand association on brand loyalty

H₇: There is a significant effect of brand association on brand trust

H₁₂: There is a significant effect of brand association on brand loyalty through brand trust as a mediation

Brand Awareness

Brand awareness can be categorized into two aspects, including the introduced brand and brand memory (Alkhaldeh & Eneizan 2018). According to Oppong dan Phiri (2018),

brand awareness is believed to be an asset of a brand that contributes to increasing the value of a brand. Brand awareness can be interpreted as the 'importance' of the brand in the minds of consumers so that the brand is included in a series of alternatives that can be considered for future purchases. Thakshak (2018) mentions where brand awareness is a determining factor and the main prerequisite whether the selection of customers is carried out or not. Brand awareness will always be in the customer's memory so that trust in positive feelings makes the relationship with the brand stronger consumer considerations on purchasing decisions can be influenced if there is strong brand awareness because brand awareness can provide a sense of familiarity and signal substance and commitment. Brand awareness is something that can be recognized or recalled by a prospective buyer in a certain brand category (Deka et al. 2020). Each product brand certainly has its own characteristics in order to attract its potential market, this needs to be done so that it is not easily eliminated from its potential market.

H4: There is a significant effect of brand awareness on brand loyalty

H8: There is a significant effect of brand awareness on brand trust

H13: There is a significant effect of brand awareness on brand loyalty through brand trust as a mediation

Brand Trust

Atulkar (2020) say that brand trust is the most basic feature for customer relationships with companies because brand trust is consumers who are willing to rely on brands and any brand promises that they consider important antecedents of brand loyalty. Therefore, brands that have high trust will often be bought because they tend to feel less risk when choosing or buying certain products. But on the other hand, customers often demand every promise from the

brand to meet their expectations and enjoy the trust of a particular brand.

H9: There is a significant effect of brand trust on brand loyalty

Brand Loyalty

Brand Loyalty is a brand that has a measure of its attachment by customers (Atulkar 2020; Chinomona & Maziriri 2017; Oppong & Phiri 2018), Brand Loyalty is a consumer who has a commitment to a brand that is used as an intangible asset by describing the services and product prices provided by the company. Also, brand loyalty is said to be a positive feeling related to the same brand (Chinomona & Maziriri 2017). It has consistently been a commitment of loyalty so that the preferred product is repurchased, regardless of situational influences and competitors' marketing activities (Oppong & Phiri 2018).

Brand loyalty in running the company is an important strategy to face intense business competition, so that brand loyalty will be focused on purchasing products (Susilowati & Sari 2020). (Marliawati & Cahyaningdyah 2020) mention that it is very important for companies in this competitive competition to build and maintain brand loyalty. Because the emergence of brand loyalty has the power to make it easier for customers to make decisions and minimize migration to other brands. Atulkar (2020) said that loyalty is divided into short-term and long-term, where short-term loyalty is not true brand loyalty, but from long-term loyalty it is this long-term loyalty that makes customers keep coming back to buy the same brand in the future, even if there are better options. Generating a strong enough connection for customers to the brand can be passed from the existence of a high preference for the brand, trust, and also there is a feeling of connection to a particular brand (Erianti & Athanasius 2020).

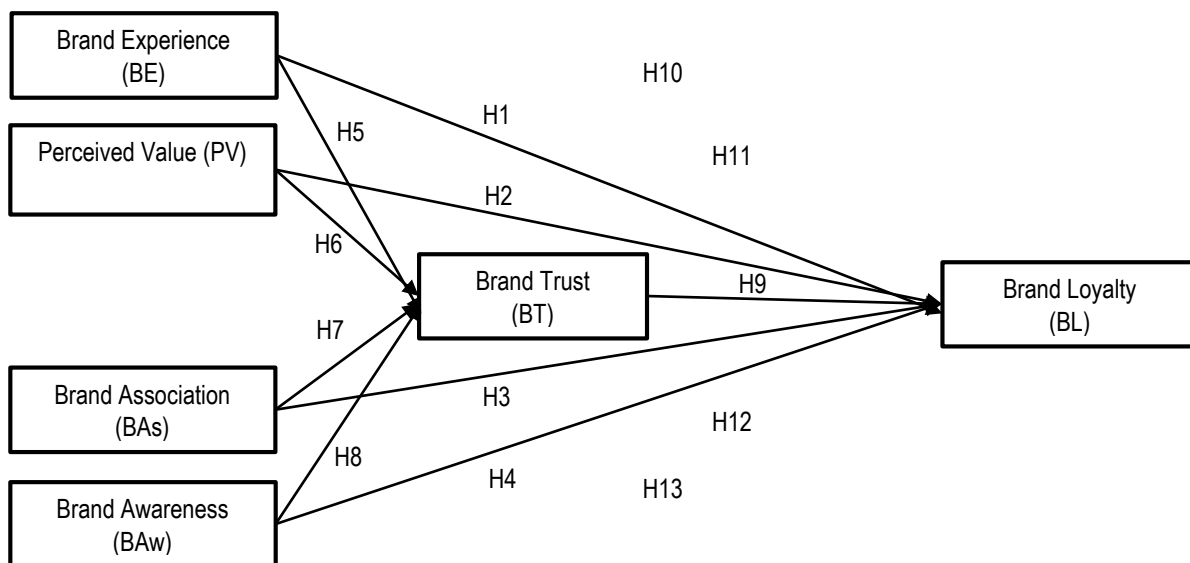


Figure 1 Conceptual Model

METHODS

This study aims to develop the research conducted by Deka *et al.* (2020) and Pratiwi *et al.* (2021). This study applies quantitative research so that the population and sample of this study can be investigated and prove the hypothesis by using research instruments or measuring instruments. The population used is the people of Batam City as the object, while the subject of this research itself is an imported instant noodle product.

The population recorded by the Batam City Central Statistics Agency (BPS) in 2020 in each age group is 954,450 people. The sample to be taken is the millennial/Y/Z generation in Batam City, this is because it refers to the data released by BPS Batam City in 2020 which is dominated by this generation. There were 410 questionnaires distributed when the research was started to millennial/Y/Z people in Batam City, where the determination of the number of samples themselves used the Slovin formula. The data was obtained through the distribution of questionnaires carried out using digital media such as Google Forms, which would later be distributed online or in person or manually in the

field.

The variables in this study are mediating variables that connect the independent and dependent variables, so that the data processing and testing used by the author is the Partial Least Squares (PLS) method. The use of the PLS method is carried out by assessing the outer model and inner model, where the outer model is intended so that the validity and reliability of the model can be assessed, while the inner model is intended so that the relationship between latent variables can be predicted (Ghozali & Latan, 2016). Then use SPSS to test the descriptive statistics section.

RESULT AND DISCUSSION

This test will be proven in order to prove how loyal the Millennial/Y/Z generation is towards imported Instant Noodles through direct effect direct test (brand experience, perceived value, brand association, and brand awareness of brand trust and brand loyalty, including brand trust to brand loyalty). As for also indirect effect test (brand trust mediates the relationship of brand experience, perceived value, brand association, and brand awareness to brand loyalty). The test results and discussion will be presented as follows.

Table 2 Respondents Data by Age

Age Group	Total	%
17 – 21	281	68.9%
22 – 27	114	27.9%
28 – 35	11	2.7%
36 – 42	2	0.5%
Total	408	100%

Source: Processed Data (2022)

Through the description of table 2, it can be seen that the data distributed is targeted at the Millennial/Y/Z generation in Batam City. The age group in this result can be broken down, namely those aged 17-21 years at 68.9%, then followed by respondents aged 22-27 years at 27.9%, and those aged 28-35 years and 36-42 years respectively. 2.7% and 0.5%, respectively. This shows which generation Z in Batam City is dominates for the research being carried out.

Table 3 Respondents Based on Imported Instant Noodle Brands Ever Consumed

Brand	Total	%
Samyang	385	43,8%
Nongshim	136	15,5%
Arirang	66	7,5%
Nissin	155	17,6%
Maruchan Mukashi Nagara	16	1,8%
Sapporo Ichiban	29	3,3%
Kang Shi Fu Noodles	18	2%
Myojo	36	4,1%
MyKuali Penang	14	1,6%
Prima Taste	14	1,6%
Other	11	1,3%
Total	880	100%

Source: Processed Data (2022)

Through the elaboration of table 3 it is a table of multiple answers from respondents as many as 408 people who have been accumulated to find out which brands are most recognized by generations in Batam City. The percentages for each brand are Samyang

(43.8%), Nongshim (15.5%), Arirang (7.5%), Nissin (17.6%), Maruchan Mukashi Nagara (1.8%), Sapporo Ichiban (3.3%), Kang Shi Fu Noodles (2%), Myojo (4.1%), MyKuali Penang (1.6%), Prima Taste (1.6%), and other filling brands (1,3%). As a result, through this data, it can be concluded that the Millennial/Y/Z generation in Batam City is more familiar with instant noodle products with the Samyang brand, followed by the Nissin and Nongshim brands.

Table 4 Direct Effect Test

Influence	Sample Mean	P-Values	Conclusion
Brand Association - > Brand Loyalty	0,101	0,175	Not Significant
Brand Association - > Brand Trust	0,230	0,000	Significant Positive
Brand Awareness - > Brand Loyalty	0,042	0,416	Not Significant
Brand Awareness - > Brand Trust	0,376	0,000	Significant Positive
Brand Experience - > Brand Loyalty	0,241	0,003	Significant Positive
Brand Experience - > Brand Trust	0,069	0,272	Not Significant
Brand Trust - > Brand Loyalty	0,166	0,018	Significant Positive
Brand Trust - > Brand Perceived Value -> Brand Loyalty	0,251	0,002	Significant Positive
Brand Trust - > Brand Perceived Value -> Brand Trust	0,237	0,000	Significant Positive

Source: Processed Data (2022)

Table 5 Indirect Effect Test

Influence	Sample Mean	P-Values	Conclusion
Brand Association -> Brand Trust -> Brand Loyalty	0,038	0,055	Not Significant
Brand Awareness -> Brand Trust -> Brand Loyalty	0,063	0,025	Significant
Brand Experience -> Brand Trust -> Brand Loyalty	0,010	0,293	Not Significant
Brand Perceived Value -> Brand Trust -> Brand Loyalty	0,041	0,069	Not Significant

Source: Processed Data (2022)

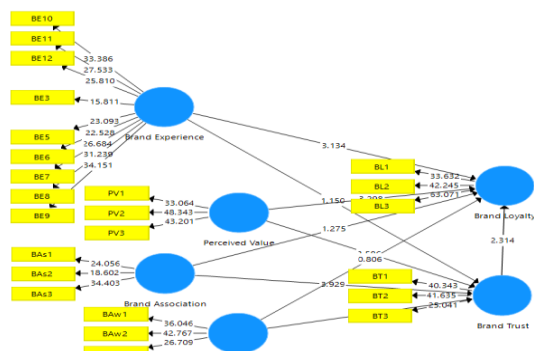


Figure 2 Full Structure Model

Direct Effects

The results that can be interpreted and explained based on tables 4 are as follows:

Effect of brand experience on brand loyalty

Brand experience has a direct effect on

brand loyalty, which can be seen from the sample mean with a number of 0.241 and P-Values with a number of 0.003, as a result it can be interpreted that the relationship between brand experience and brand loyalty has a positive and significant influence (**H₁ Accepted**). Obtaining these results can be indicated that loyalty to imported instant noodles brands will increase from brand experience when Millennial/Y/Z generation consumers in Batam City look for products, buy products, get services, and can consume and try directly or indirectly on one brand imported instant noodles, this makes the experience of the instant noodle brand that is tried to be felt by consumers of that generation.

Effect of perceived value on brand loyalty

Perceived value has a direct effect on brand loyalty, which can be seen from the sample mean with a number of 0.251 and P-Values with a number of 0.002, as a result it can be interpreted that the relationship between perceived value and brand loyalty has a positive and significant effect (**H₂ Accepted**). Obtaining these results can be indicated that consumers of the Millennial/Y/Z generation in Batam City get value for one of the imported instant noodle brands through everything they give, gain a sense of trust, and are satisfied with an innovation and quality they receive, so that instant customer loyalty this will stay awake and be able to survive.

Effect of brand association on brand loyalty

Brand association has a direct effect on brand loyalty, which can be seen from the sample mean with a number of 0.101 and P-Values with a number of 0.175, as a result it can be interpreted that the relationship of brand association to brand loyalty has a positive and insignificant effect (**H₃ Not Accepted**). Obtaining these results can be indicated that memories of imported instant noodle brands such as non-physical products, reputation, product innovation, and market position are not always

remembered by Millennial/Y/Z generations in Batam City so that loyalty to this imported instant noodle brand is not will appear.

Effect of brand awareness on brand loyalty

Brand awareness has a direct effect on brand loyalty, which can be seen from the sample mean with a number of 0.042 and P-Values with a number of 0.416, as a result it can be interpreted that the relationship between brand awareness and brand loyalty has a positive and insignificant effect (**H₄ Not Accepted**). This result can be indicated that awareness of certain imported instant noodle brands is less able to be recognized or recalled by Millennial/Y/Z generations in Batam City so that when purchasing certain imported instant noodle brands, they will be included in a series of options to be taken into consideration which makes loyalty against this imported instant noodle brand decreased.

Effect of brand experience on brand trust

Brand experience has a direct effect on brand trust, which can be seen from the sample mean with a number of 0.069 and P-Values with a number of 0.272, as a result it can be interpreted that the relationship between brand experience and brand trust has a positive and insignificant effect (**H₅ Not Accepted**). Obtaining these results can be indicated that imported instant noodle brands are considered less than expected for Millennial/X/Z generation consumers in Batam City because it is based on their experience when trying other instant noodle brands that are more in line with expectations and experiences when trying these brands which become personal input. That so important, so that the sense of trust for this generation has not yet grown.

Effect of perceived value on brand trust

Perceived value has a direct effect on brand trust, which can be seen from the sample mean with a number of 0.237 and P-Values with

a number of 0, as a result it can be interpreted that the relationship between perceived value and brand trust has a positive and significant effect (**H₆ Accepted**). Obtaining these results can be indicated that the value received by the Millennial/X/Z generation in Batam City is felt very well, such as the availability of imported and affordable instant noodle brands, good product and service images, and discounts at the place of purchase, resulting in making Millennial/X/Z generation consumers in Batam City will be more confident.

Effect of brand association on brand trust

Brand association has a direct effect on brand trust, which can be seen from the sample mean with a number of 0.230 and P-Values with a number of 0, as a result it can be interpreted that the relationship between brand association and brand trust has a positive and significant effect (**H₇ Accepted**). These results indicate that Millennial/X/Z generation consumers in Batam City feel safe with the characteristics, guarantees, and promises given by certain imported instant noodle brands so that consumers will increasingly believe that their needs and desires can be satisfied.

Effect of brand awareness on brand trust

Brand awareness has a direct effect on brand trust, which can be seen from the sample mean with the number 0.376 and the P-Values with the number 0, as a result it can be interpreted that the relationship between brand awareness and brand trust has a positive and significant effect (**H₈ Accepted**). Obtaining these results can be indicated that this imported instant noodle brand will always be in the memory of the Millennial/Y/Z generation in Batam City so that trust in positive feelings towards the brand will be stronger.

Effect of brand trust on brand loyalty

Brand trust has a direct effect on brand loyalty, which can be seen from the sample mean with a number of 0.166 and P-Values with

a number of 0.018, as a result it can be interpreted that the relationship between brand trust and brand loyalty has a positive and significant effect (**H₉ Accepted**). The obtained results indicate that the Millennial/Y/Z generation in Batam City trusts certain imported instant noodle brands that they think about and know about, and are confident to buy and have the intention to promote it to others, thus making consumers feel confident about the noodle brand. instant imports and loyalty aka imported instant noodle brands will be maintained.

Indirect Effects

The results that can be interpreted and explained based on tables 5 are as follows:

Effect of brand experience on brand loyalty through brand trust as a mediation

Brand experience on brand loyalty mediated by brand trust, it can be seen from the sample mean with a number of 0.010 and P-Values with a number of 0.293, as a result it can be interpreted that the indirect relationship by brand experience to brand loyalty has a positive and insignificant effect, and is not successfully mediated by brand trusts (**H₁₀ Not Accepted**). Obtaining these results can be indicated that certain imported instant noodle brands consumed by Millennial/Y/Z generations in Batam City do not have a good experience when trying these brands, which triggers this generation to lack confidence in certain instant noodle brands and of course loyalty from instant noodle brands this particular import is not formed.

Effect of perceived value on brand loyalty through brand trust as a mediation

Perceived value to brand loyalty mediated by brand trust, as seen from the sample mean with a number of 0.041 and P-Values with a number of 0.069, as a result it can be interpreted that the indirect relationship by perceived value to brand loyalty has a positive and insignificant effect, and was not successfully

mediated by brand trusts (**H₁₁ Not Accepted**). Obtaining these results can be indicated that the trust in imported instant noodle brands has not been able to bridge what the Millennial/Y/Z generation in Batam City feels about the instant noodle brand because not all instant noodle brands have the same characteristics, innovation, and quality even though fellow instant noodle products are imported, thus changing purchasing understanding and decision making which ultimately does not form loyalty.

Effect of brand association on brand loyalty through brand trust as a mediation

Brand association on brand loyalty mediated by brand trust, it can be seen from the sample mean with a number of 0.038 and P-Values with a number of 0.055, as a result it can be interpreted that the indirect relationship by brand association to brand loyalty has a positive and insignificant effect, and is not successfully mediated by brand trusts (**H₁₂ Not Accepted**). Obtaining these results can be indicated that the Millennial/Y/Z generation in Batam City does not necessarily make them feel safe and even there is no guarantee of the characteristics of certain imported instant noodle brands when purchases are made, thus creating a sense of security and trust in certain imported instant noodle brands no loyal relationship.

Effect of brand awareness on brand loyalty through brand trust as a mediation

Brand awareness of brand loyalty mediated by brand trust, as seen from the sample mean with a number of 0.063 and P-Values with a number of 0.025, as a result it can be interpreted that the indirect relationship by brand awareness to brand loyalty has a positive and significant influence, and was successfully mediated by brand trusts (**H₁₃ Accepted**). Obtaining these results can be indicated that brand awareness is a determining factor when making this Millennial/Y/Z generation to believe in positive feelings towards certain imported

instant noodle brands, as a result they are aware of and give a positive image and increasingly recognize certain brands because these brands appear everywhere where in their environment.

Table 6 Coefficient of Determination Test Results

Variable	R Square Adjusted	Conclusion
<i>Brand Loyalty</i>	0,444	<i>Weak</i>
<i>Brand Trust</i>	0,570	<i>Moderate</i>

Based on the data processing carried out, it was found that the results from table 3 can be conveyed by the R Square value for the brand loyalty variable with a magnitude of 0.444 meaning that brand loyalty can be expressed by the BE, PV, BAs, and BA_w variables with a percentage of 44.4% and the remaining 55, 6% stated by other variables/factors outside this research model. While brand trust can be observed from table 3, it can be conveyed that the R Square value is 0.570, meaning that brand trust can be expressed by the BE, PV, BAs, and BA_w variables with a percentage of 57% and the remaining 43% is expressed by other variables/factors outside the research model which is executed. Sourced from Ghozali dan Latan (2016) the R Square of this research can be evaluated where brand loyalty and brand trust, respectively in the weak and moderate categories, are stated if this result is higher then the test on the model will be good or consistent.

CONCLUSION

Through the distribution of questionnaires that have been distributed both online and offline to the Millennial/Y/Z generation, it can be concluded that brand

loyalty can be directly influenced by brand experience, perceived value, and brand trust, while brand association and brand awareness are not. Meanwhile, the indirect test of brand trust only succeeded in mediating the relationship between brand awareness and brand loyalty, while other relationships were not successfully mediated.

There is a suggestion to be conveyed, namely that the next author is able to expand the reach or population in researching on the same topic of this research to other areas in Indonesia or if it is in Batam City then it must be to every sub-district point in Batam City, before the questionnaire is distributed, what a it is better to explain in advance the topics in the questionnaire and the technicalities in filling out the questionnaires so that the resulting data can be more valid and does not take much time in processing the data, and lastly, increase the number of supporting articles so that when compiling the report there is more inspiration that can be used as a benchmark and compare the results test.

The research carried out cannot be separated from limitations including 1) The research carried out is only limited to the reach of the author, namely in Batam City so that brand loyalty in imported instant noodle brands cannot be described or reflected in other urban communities in Indonesia. 2) The questionnaires that the author distributes to respondents are only in online and offline media at one point, as a result, it becomes less evenly distributed in the entire area in Batam City. 3) Because the respondents in this study were Millennials/Y/Z or young people, many of them were unable to understand the statements in the questionnaire and gave the impression that they were not serious in answering, thus making the authors have to re-sort the data manually and Of course, it takes a lot of time to process the data later.

REFERENCES:

- Alkhalwaldeh, A. M., & Eneizan, B. M. 2018. Factors Influencing Brand Loyalty in Durable Goods Market. *International Journal of Academic Research in Business and Social Sciences*, 8(1), 326–339. <https://doi.org/10.6007/ijarbss/v8-i1/3811>
- Ashraf, S., Ilyas, R., Imtiaz, M., & Ahmad, S. 2018. Impact of Service Quality, Corporate Image and Perceived Value on Brand Loyalty with Presence and Absence of Customer Satisfaction: A Study of four Service Sectors of Pakistan. *International Journal of Academic Research in Business and Social Sciences*, 8(2), 452–474. <https://doi.org/10.6007/ijarbss/v8-i2/3885>
- Atulkar, S. 2020. Brand Trust And Brand Loyalty In Mall Shoppers. *Marketing Intelligence and Planning*, 38(5), 559–572. <https://doi.org/10.1108/MIP-02-2019-0095>
- Chinomona, R., & Maziriri, E. T. 2017. The Influence of Brand Awareness, Brand Association And Product Quality On Brand Loyalty And Repurchase Intention: A Case Of Male Consumers For Cosmetic Brands in South Africa. *Journal of Business and Retail Management Research*, 12(1), 143–154. <https://doi.org/10.24052/jbrmr/v12is01/tiobabaapqobliariacomcfcbisa>
- Deka, R. E., Nurhajati, N., & Rachma, N. 2020. Pengaruh Brand Association Dan Brand Awareness Terhadap Brand Loyalty Melalui Brand Trust Pada Start Up Fintech Ovo. *Jurnal Ilmu Manajemen (JIMMU)*, 4(1), 96. <https://doi.org/10.33474/manajemen.v4i1.2702>
- Erianti, D., & Athanasius, S. S. 2020. Peran Brand Trust dalam Pengaruh Kredibilitas Selebgram Endorser dan Perceived Value terhadap Brand Loyalty Pada Produk Kosmetik Di Semarang. *Jemap*, 2(2), 287. <https://doi.org/10.24167/jemap.v2i2.2459>
- Ghozali, I., & Latan, H. 2016. *Partial Least Squares: Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0 Edisi 2* (2nd ed.). Universitas Diponegoro Semarang.
- instantnoodles.org. 2021. *Instant Noodle Demand Ranking: Unit Serving*. <https://instantnoodles.org/en/noodles/demand/table/>
- Khan, I., & Fatma, M. 2019. Connecting The Dots Between CSR And Brand Loyalty: The Mediating Role Of Brand Experience And Brand Trust. *International Journal of Business Excellence*, 17(4), 439–455. <https://doi.org/10.1504/ijbex.2019.099123>
- Marliawati, A., & Cahyaningdyah, D. 2020. Impacts the Brand of Experience and Brand Image on Brand Loyalty: Mediators Brand of Trust. *Management Analysis Journal*, 9(2), 140–151. <https://doi.org/10.15294/maj.v9i2.36945>
- Oppong, P. K., & Phiri, M. A. 2018. Impact of brand awareness and association on loyalty: The role of equity in plant medicine market in Kumasi, Ghana. *African Journal of Business and Economic Research*, 13(2), 163–181. <https://doi.org/10.31920/1750-4562/2018/v13n2a8>
- Pratiwi, R. S., Salim, U., & Sunaryo, S. 2021. the Effect of Brand Experience and Perceived Value on Brand Loyalty Mediated By Brand Trust. *Jurnal Aplikasi Manajemen*, 19(2), 310–318. <https://doi.org/10.21776/ub.jam.2021.019.02.07>
- Pribadi, J. A., Adiwijaya, M., & Herjanto, H. 2019. The Effect Of Brand Trilogy On Cosmetic Brand Loyalty. *International Journal of Business and Society*, 20(2), 730–742.
- Putra, T. W., & Keni. 2020. Brand Experience, Perceived Value, Brand Trust Untuk Memprediksi Brand Loyalty, Brand Love Sebagai Variabel Mediasi. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 4, 184–193.
- Ramirez, R. H., & Merunka, D. 2019. Brand Experience Effects On Brand Attachment: The Role of Brand Trust, Age, and Income. *European Business Review*, 31(5), 610–645. <https://doi.org/10.1108/EBR-02-2017-0039>
- Statista.com. 2020, September 10. *Oodles of Noodles: Instant Noodle Consumption Around the World*. <https://lb-aps-frontend.statista.com/chart/22865/instant-noodle-consumption-by-country/>
- Susilowati, E., & Sari, A. N. 2020. The Influence Of Brand Awareness, Brand Association, And Perceived Quality Towar Consumers Purchase Intention: A A Case Of Richeese Factory, Jakarta. *INDEPENDENT JOURNAL OF MANAGEMENT & PRODUCTION*, 11(February), 39–53. <https://doi.org/10.14807/ijmp.v>
- Thakshak. 2018. Analysing Customer Based Airline Brand Equity: Perspective From Taiwan. *Future Business Journal*, 4(2), 233–245. <https://doi.org/10.1016/j.fbj.2018.07.001>

Wijaya, A. F. B., Surachman, S., & Mugiono, M. 2020. the Effect of Service Quality, Perceived Value and Mediating Effect of Brand Image on Brand Trust. *Journal of Management and Entrepreneurship*, 22(1), 45–56. <https://doi.org/10.9744/JMK.22.1>.

