

The Effect of Advertising and Brand Reputation on Indomie Consumer Loyalty in Surabaya

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Abstract: This study aims to determine the effect of advertisement and brand reputation on Indomie consumer loyalty in Surabaya. The population in this study were all Indomie consumers in Surabaya. Samples taken were 86 respondents who had bought Indomie by using purposive sampling technique. The independent variable in this study consisted of advertising and brand reputation while the dependent variable was consumer loyalty. The results of multiple linear regression analysis obtained by the regression equation $Y = 2.525 + 0.408 X_1 + 0.321 X_2$. Simultaneous results obtained by the calculated F value of 33.530 > F table of 3.11 means that all advertising variables and brand reputation have a significant effect on customer loyalty. Partial test results on the advertising variable advertising variable 3, 671 > 1.98896 with a significance probability level <0.05 i.e. 0.000 <0.05 which means significant. Variable brand reputation 42,885 > 1,98896 with a significance of 0.005 <0.05 which means significant.

Keywords: Advertisement; Brand Reputation; Customer Loyalty



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1. Introduction

The food and beverage industry in Indonesia has experienced significant growth alongside the increasing competition among companies producing similar products. In the modern business environment, companies are required to develop effective marketing strategies in order to maintain market share and strengthen consumer relationships (Sudirjo, 2023). Competition among food companies can be observed through the emergence of products with similar raw materials, product variants, and pricing strategies. As a result, companies need to pay closer attention to consumer expectations and preferences, since consumers are the primary target in the creation and development of products. Companies are also expected to provide products that are able to answer consumer needs in terms of quality, practicality, and affordability (Kotler & Keller, 2016).

The increasingly busy lifestyle of modern society has encouraged consumers to prefer practical, fast, and instant food products for daily consumption (Mathew & Mathew, 2024). This condition has contributed to the rapid growth of the instant noodle industry in Indonesia. One of the most well-known instant noodle products is Indomie, produced by Indofood. Indomie has become one of the leading instant noodle brands due to its wide variety of flavors, affordable prices, and strong distribution network. The brand also adopts the theme “Selera Nusantara,” reflected in various regional flavors such as rendang, soto, coto Makassar,

and Acehnese fried noodles. In addition, Indomie products are manufactured through hygienic production processes with international standards, which strengthens consumer trust toward the brand (Indofood, 2024).

Despite concerns regarding the health impact of instant noodle consumption, instant noodles remain highly popular among Indonesian consumers because they are affordable and convenient. Furthermore, the popularity of instant noodles is not limited to Indonesia, as Indomie products have also penetrated international markets in Asia, Australia, Europe, and several African countries (World Instant Noodles Association, 2024). However, the increasing popularity of the instant noodle market has intensified competition among brands. Various competing brands, such as Mie Sedaap, continuously attempt to attract consumers by offering innovative products, promotional strategies, and competitive pricing. This situation creates challenges for companies in maintaining consumer loyalty.

In highly competitive markets, advertising plays an important role in influencing consumer perceptions and purchasing behavior (Eyada, 2024). Advertising enables companies to introduce products more broadly, build brand awareness, and persuade consumers to repeatedly purchase the product. Television advertising, digital advertising, and social media campaigns have become important marketing tools for instant noodle companies in Indonesia. Besides advertising, brand reputation is also considered an important factor affecting customer loyalty. A strong brand reputation can increase consumer trust, satisfaction, and emotional attachment toward a product, which eventually leads to long-term loyalty (Aaker, 1996; Keller, 2013).

Several previous studies have examined the relationship between advertising, brand reputation, and consumer loyalty. Research by Erdoğan and Çiçek (2012) found that advertising and brand-related communication significantly influence brand loyalty through consumer engagement. Another study conducted by Anisimova (2016) revealed that brand reputation positively affects customer trust and long-term loyalty in competitive consumer goods industries. In Indonesia, research conducted by Sari and Nugroho (2023) showed that advertising attractiveness significantly influences consumer loyalty toward instant noodle products. However, most previous studies focused on general consumer products or examined advertising and brand reputation separately. Limited studies specifically analyze the simultaneous effect of advertising and brand reputation on consumer loyalty toward instant noodle products, particularly Indomie consumers in Surabaya.

This limitation indicates a research gap regarding how advertising and brand reputation jointly influence customer loyalty in the instant noodle industry. Understanding these relationships is important because consumer loyalty has become one of the key determinants of business sustainability amid increasingly intense market competition. Without strong customer loyalty, companies may face difficulties in maintaining market dominance and long-term profitability (Oliver, 2014). Therefore, it is necessary to conduct research that specifically investigates the influence of advertising and brand reputation on Indomie consumer loyalty in Surabaya.

To address this issue, this study applies a quantitative approach using multiple linear regression analysis to examine the effect of advertising and brand reputation on consumer loyalty. Through this approach, the study is expected to provide empirical evidence regarding the role of advertising and brand reputation in strengthening customer loyalty toward Indomie products.

Based on the background above, the purpose of this study is to analyze the effect of advertising and brand reputation on Indomie consumer loyalty in Surabaya, both partially and simultaneously. The findings of this study are expected to contribute theoretically to the development of marketing management literature and practically to provide insights for companies in designing effective marketing and branding strategies.

2. Literature Review

2.1. Advertisement

The definition of advertising according to Kotler & Keller (2016) translated by Benyamin Molan is all forms of non-personal presentation and promotion of ideas, goods, or services by certain sponsors that must be paid. Advertising is as a communication process that aims to persuade or lead people to take an action that is beneficial for the advertisers (Duriyanto et al., 2003). Based on the above understanding it can be concluded Advertising is a form of indirect communication process that can promote goods or services by providing information about the advantages or advantages of a product in order to persuade people to take action to make a purchase.

According to Kotler and Armstrong (2012) the purpose of advertising can be classified according to whether the goal is to inform, persuade, remind or strengthen. These goals include Informative Advertising, Persuasive Advertising, Reminding Advertising and Reinforcement Advertising. The more attractive and the quality of the product matches the appearance of the ad, it will encourage and increase consumer loyalty (Fitriyah & Munari, 2024).

According to Wibisono (2022) advertising indicators are as follows:

1. Can Cause attention
2. Interesting
3. Reminder
4. Can cause desire
5. Produce an action

Hypothesis 1: Advertising has a significant influence on consumer loyalty

2.2. Brand Reputation

Brand reputation is a general assessment of brands issued by a company, where the brand carries the name of the company (Dick et al., 1990). Meanwhile, according to Aaker (1996), the reputation of a brand is influenced by several factors, including memorability (uniqueness), uniqueness, personality (reflecting the personality of the user and following the trend (Smith & Wright, 2004). After seeing the above understanding, it can be it is said, brand reputation is a person's assessment of a brand by seeing the brand is easy to remember, unique, and reflects someone's personality and the impression and belief that arise in a person because of an understanding of a product reality.

2.2.1. Brand Reputation Factors

Brand reputation refers to the overall perception and evaluation of a brand formed through consumer experiences, information, and interactions with the company over time. A strong brand reputation reflects the ability of a company to consistently deliver quality products, maintain consumer trust, and create positive associations in the minds of consumers. Brand reputation is considered an important intangible asset because it influences consumer confidence, purchasing decisions, and long-term loyalty toward a product or company (Keller, 2013). Companies with favorable brand reputations are generally more capable of maintaining competitive advantages in increasingly competitive markets.

Brand reputation is shaped by how stakeholders assess the credibility, reliability, and performance of a company or brand (Fombrun, 1996). In marketing literature, brand reputation is often associated with consumer perceptions regarding the company's competence, integrity, and communication effectiveness (Fombrun & Van Riel, 2004). Therefore, companies are required to maintain consistent product quality and establish positive relationships with consumers in order to strengthen their brand reputation.

Several factors influence the formation of brand reputation. First, competency refers to the company's capability in producing high-quality products and delivering satisfactory performance to consumers. Competency demonstrates whether a brand is able to fulfill consumer expectations consistently. Second, character relates to the values, integrity, and commitment demonstrated by the company in conducting its business activities. A brand with strong character is perceived as trustworthy and responsible. Third, communication refers to how effectively a company conveys information, promotions, and brand values to consumers through advertising, social media, and other marketing channels. Effective communication helps strengthen positive consumer perceptions and improve brand recognition (Fombrun & Van Riel, 2004). The more a company has a good brand reputation, the more consumers believe in the product so that it will be loyal to the brand (Sudarti & Putri, 2013).

Indicators used to measure Brand Reputation variables include:

1. Famous
2. Good name
3. Trusted
4. Product Excellence
5. Product Availability

Hypothesis 2: Brand Reputation has a significant influence on consumer loyalty

2.3. Consumer Loyalty

Consumer loyalty is the attachment of customers to a brand, store, manufacturer, service provider, or other entity based on a favorable attitude and good response, such as repurchase (Mensah & Brew, 2024; Mosavi & Ghaedi, 2012). Consumer loyalty is defined as the level of customer commitment to consistently use a particular product or service brand despite the availability of alternative choices that can fulfill similar needs (Lina, 2022; Nugroho, 2008). From some of the definitions above it can be concluded that consumer loyalty is a consumer loyalty which can be proven by the re-purchase of a product and in the purchase of a product that is consistent over time and the good response from consumers by recommending the product to others to buy the product despite the many choices other products.

2.3.1. Consumer Loyalty Factors

There's five main factors that influence consumer loyalty, as follows product quality, quality of service, emotional, price (Riyadi & Setiono, 2022).

Indicators of consumer loyalty include (Griffin, 2002):

1. Make a purchase again
2. Buy between product lines and services
3. Recommend to others
4. Showing immunity to attraction

2.4. Research Framework

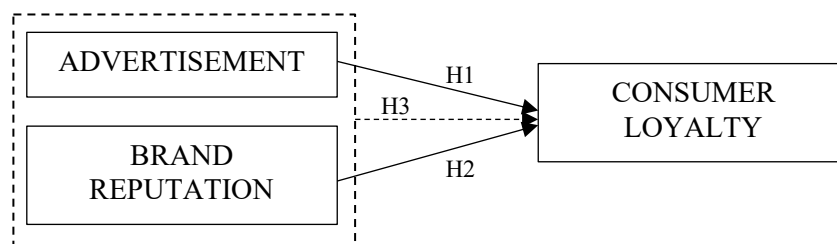


Figure 1. Framework

2.5. Research Hypothesis

H1: Advertising partially influences Indomie Consumer Loyalty in Surabaya

H2: Brand reputation has partially influenced Indomie Consumer Loyalty in Surabaya

H3: Advertising and Brand Reputation simultaneously influence the Indomie Consumer Loyalty in Surabaya

3. Materials and Methods

The type of data used in this study is quantitative data. The data source in this study is primary data by taking a sample of 86 respondents from 17 to 45 years community participation in Surabaya who have consumed Indomie products. The technique of collecting data using a questionnaire, this questionnaire will contain the respondent's personal data and some questions that correspond to each variable used in this study. The questions in this research question consist of questions that can provide information for research material needs about researchers, brand findings and consumer loyalty of Indomie products in Surabaya.

The measurement indicator scale in this study uses a Likert scale that has five levels of preference, each with a score of 1 to 5. Data analysis in this study uses Microsoft Excel 2010 and the SPSS 23 program as a tool for data processing.

4. Result

4.1. Validity Test

If the r is greater than r_{table} and the value of r is positive, then the item statement or question or indicator is said to be valid.

Based on the data in table 4.11 it can be concluded that all indicator items used to measure all the variables used in this study have r count (Corrected Item-Total Correlation) which is greater than r table = 0.2120 (r table value for $n = 86$) so that it can be proven that all indicator items in this questionnaire are valid.

4.2. Reability Test

Table 1. SPSS Reability Test

Cronbach's Alpha	N of Items
.882	14

Based on the data in the table and shows the results of the calculation of reliability testing using SPSS analysis obtained Cronbach Alpha values from all indicator items on the questionnaire. In this study, it can be seen that the Cronbach Alpha value of $0.882 > 0.60$ indicates a very high level of reliability. Thus it can be stated that the questionnaire in this study is reable or consistent.

4.3. Linear Regression Analysis

$$Y = 2,525 + 0,408 X1 + 0,321 X2$$

From the equation of the regression model above can be explained as follows :

1. The constant value (a) of 2.525 means that if the coefficient of the advertising variable and the brand reputation variable are constant, consumer loyalty will decrease by 2.525
2. The regression coefficient of the advertising variable of 0.408 means that if the ad variable goes up by one unit it will increase consumer loyalty by 0.408 provided that the brand reputation variable is considered constant.
3. Regression coefficient of the brand reputation variable of 0.321 means that if the brand reputation variable goes up by one unit it will increase consumer loyalty by 0.321 provided that the ad variable is considered constant.

4.4. Coefficient of Determination (R2)

Table 2. Coefficient of Determination (R2) Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.669	0.447	0.434	1.245

Source: Processed research data (2026)

Based on table 2 above, it is known that in this study there are only 2 independent variables, then the value of the R Square coefficient taken is 0.447, meaning that the independent variable consisting of advertising ($X1$) and brand reputation ($X2$) simultaneously influences consumer loyalty by 44 7%.

4.5. Classic Assumption Test

4.5.1. Multicollinearity Test

Based on table 4.16 above, it can be described the tolerance value of advertising variables of $0.539 > 0.10$, meaning that there is no multicollinearity in the regression model. The tolerance value of the brand reputation variable is $0.539 > 0.10$ which means that there is no multicollinearity in the regression model. Based on the VIF value of the advertising variable $1,854 < 10.00$ that does not occur multicollinearity in the

regression model. Based on the brand reputation VIF value of $1,854 < 10.00$ that there is no multicollinearity in the regression model.

4.5.2. Heteroxedasitisas Test

Based on the spss output in Figure 4.2 above it can be seen that the data points spread above and below or around the number 0 points also do not collect only above or below it. The distribution of the data points does not form a wavy pattern widening then narrowing and widening again so that it can be concluded that heteroxediation does not occur.

4.6. Hypothesis Test

4.6.1. t Test

Based on the spss output in table 4.17 above the significance value of the advertising variable of $0,000 < 0.05$ means that the advertising variable has a significant effect on customer loyalty. The significance value of the brand reputation variable $0.005 < 0.05$ means that the brand reputation variable has a significant effect on consumer loyalty.

Significance level of 5% testing includes two-way testing

Formula :

$$df = n - k$$

Where

N = lots of observations

K = many variables (free and bound)

Df = $86 - 3 = 83$

From these results with a significance level of 5%, a T value of 1.98896 is obtained.

Based on the results of the partial test calculation (T), the following results are obtained:

1. The advertising variable (X1) from the spss output is known to obtain a calculated T value of 3,671 > T table 1,98896 meaning that there is an effect of advertising on consumer loyalty.
2. The brand reputation variable (X2) from the above output spss is known to obtain a calculated T value of 2.885 > T table 1.98896 meaning that there is an influence of brand reputation on consumer loyalty.

4.6.2. F Test

Based on the spss output above the significance value of $0,000 < 0.05$ means that simultaneously advertising and brand reputation have a significant effect on consumer loyalty.

Comparing the calculated F number with the F formula table:

$$df1 = k-1$$

$$df2 = n-k$$

Where

K = Number of variables (free and bound)

N = Number of observations or samples

df1 = $3-1 = 2$

df2 = $86-3 = 83$

From these results with a significance level of 5%, the F table value is obtained F table of 3.11

From the above spss output it is known that the calculated f value is $33.530 > F$ table is 3.11, it means that advertising and brand reputation together affect the consumer loyalty.

4.6.3. Normality Test

Based on the above output spss, it can be seen that the plot points in the normal pp residual standardized plot of regression always follow and approach the diagonal line so that as a basis for decision making in the normality test the probability plot technique is concluded that the residual value is normally distributed then the assumption of normality in the analysis Regression in this study can be fulfilled.

Based on the spss output above the asymp.sig value of $0.277 > 0.05$ means that the variable is normally distributed.

5. Discussion

The Effect of Advertising on Indomie Consumer Loyalty

Based on the test results obtained tcount for advertising variables on consumer loyalty tcount = 3, 671 > T table 1.98896 with a significance of $0.000 < 0.05$, which means that it is significant because consumers care about advertising. Thus the H1 hypothesis in this study was accepted, this shows that advertising influences the Indomie Consumer Loyalty.

The Effect of Brand Reputation on Indomie Consumer Loyalty

Based on the test results obtained tcount for the Brand Reputation variable on Consumer Loyalty shows the tcount = 42.885 > T table 1.98896 with a significance of $0.005 < 0.05$, which means significant. Thus the H2 hypothesis in this study is accepted, this shows that Brand Reputation has a significant effect on Indomie Consumer Loyalty because the Indomie Brand Reputation is better than other instant noodles so that consumers want to buy back Indomie.

The Effect of Consumer Loyalty on Advertising and Indomie's Brand Reputation

Based on the results of the simultaneous hypothesis testing H3 (Test F) of the independent variable (free), namely advertising and brand reputation simultaneously affect the dependent variable (bound) of consumer loyalty. This is evidenced from the significance value of $0.000 < 0.05$ and Fcount = 33.530 while the F table value obtained was 3.11. Therefore, Fcount 33.530 > F table is 3.11.

6. Conclusions and Suggestion

6.1. Conclusions

The results of data processing indicate that there is a significant influence between advertising variables and brand reputation on Indomie consumer loyalty in Surabaya. Thus the community agreed that Indomie's advertisements were very attractive and the images displayed were in accordance with the original product and Indomie continued to maintain its quality so that it could indirectly encourage them to trust the brand reputation owned by Indomie.

Further research can be done on the relationship between You Tube beauty vlogger review with impulsive purchases and with interest in repurchasing local cosmetic products in Indonesia using more specific research indicators, for example by determining which beauty vlogger will be used as an indicator of research so that research results can more specific. Research using a wider population and more diverse variables in the beauty industry is certainly expected in the future.

6.2. Suggestion

1. Indomie companies are expected to be able to maintain and improve the quality of advertising in terms of reliability (reliability) such as images displayed in accordance with the products made and more attractive so that Indomie can attract consumers and be able to meet the desires or needs of consumers according to consumer tastes thus consumers will buy back.
2. In this study because the independent variables are very important, it is expected that the results of this study can be used as a reference for further researchers and can develop this research by adding and considering other variables.

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