The Effect Of Marketing Mix On Students Loyalty Towards Instant Noodles With The Brands of INDOMIE, SEDAP, and ABC With Moderated Variety Seeking

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ARTICLE INFO	ABSTRACT
	This research aims to know the effect of marketing mix on students loyalty of instant noodle with the brands of Indomie, Sedaap, and ABC which is moderated by variety seeking characteristics of consumers. This research was conducted in August-September 2010 at the Management Students Economic Faculty Sanata Dharma University Yogyakarta. Data were collected using questionnaire. The population of the research was Management Students of Economics Faculty, Sanata Dharma University Yogyakarta, from 2005-2008 batch who have consumed instant noodle of the brands of Indomie, Sedaap, and ABC. The sampling technique in this research is nonprobability accidental sampling. The samples were 100 respondents. The data analysis technique used were Multiple Linear Regression analysis and Regression Analysis with moderating effect. Results show that: 1) Marketing mix influences students loyalty. 2) Variety seeking characteristics moderates the influence of product on loyalty.

1. Introduction

The development of wheat-based instant food consumption from year to year shows a positive trend and is growing(Pan et al., 2011). This can be seen from the increasing number of food products sold in food product sales centers(Hawkes, 2009). These changes have indirectly changed people's tastes and habits for the food products they consume. This shift in people's consumption patterns turned out to have a positive impact on the instant food industry, especially the instant noodle industry(Solt, 2009). It is undeniable that noodles have become an important part of the household diet, not only in urban areas but also in rural areas. The role of noodles is indeed "flexible", not only as a staple food, but can also act as side dishes so that people often find rice with fried noodles or noodle soup as a side dish(Avieli, 2012). Marketing mix strategy is a unified plan that is integrated between product mix, price mix strategy, distribution mix strategy, and promotion mix strategy used to serve the target market(Luca & Suggs, 2010)(Akroush, 2011). In marketing, usually faced with product, price, distribution, promotion problems, namely how much and how the mix is determined, this is so that the desired goals can be achieved. Based on previous research(Menegaki, 2012)(Al-Qarni et al., 2013), Haryani (2006) stated that to sell their products, producers need distributors to distribute their products to consumers. The producer's activities do not end only with the occurrence of transactions, but also strive so that their production can satisfy consumers and be able to compete with other similar products(Larivière et al., 2013)(London et al., 2010). For this reason, producers must be able to compete in producing goods as well as possible, according to the tastes of buyers(Godart & Mears, 2009). In addition, producers must pay attention to the following things: 1) Should the goods be made, 2) How is the product design, trademark and so on, 3) How is the packaging design of the product, 4) What is the composition and size of the market potential used? appropriate for the product, 5) Whether advertising or personal selling will be the main sales increase tool and so on. Marketing activities aim to influence consumers in purchasing a product(Suki, 2013). In making a purchase, consumers need information about the product to be purchased(Young et al., 2010). Promotion is a one-way flow of information or persuasion created to direct a person or organization to an exchange-creating action in marketing(Van Praet, 2012). Good promotion is expected to establish communication between

producers and consumers. Likewise, consumers of students of the Management Study Program, Faculty of Economics, Sanata Dharma University in meeting the needs of consuming instant noodles. In Indonesia, convenience products such as Indomie, Sedaap, and ABC instant noodles are familiar to local consumers, where the taste is already popular, the price is affordable, and it is practical. The most suitable marketing strategy for this product category is to maintain product availability in many locations (outlets), set a small profit margin so that the selling price is not too high, and aggressively advertise to encourage brand preference and intention to use or try it(Bolton et al., 2010). Thus, a successful product is a product that can be accepted by consumers with attributes and appearance that meet consumer needs(Jang et al., 2009). Loyalty from consumers of the product is very important in order to maintain the company's position in the market and at the same time to ensure sales and profits(Pepe et al., 2011). Consumer loyalty of a product will also determine the pattern of repurchase by consumers of the product and vice versa also the pattern of repurchase by consumers will show consumer loyalty to the product. After the consumer buys and enjoys the product, he will judge whether he seems satisfied and happy, if they feel satisfied and happy then they tend to take action to consume the product again. Of course, consumer loyalty is created from several attribute factors attached to the consumed product. Consumers who are loyal to a particular brand from one of the product categories are likely to be loyal to that brand in the long term(Jensen, 2011). However, in certain circumstances and for certain reasons, although rarely or only occasionally, there is a tendency for these consumers to try or switch to other brands. Brand switching behavior in consumers is a complex phenomenon that is influenced by behavioral factors, competition and time(Kopetz et al., 2012). Brand switching made by consumers is caused by the search for variety. Brand switching occurs in products with low purchase involvement characteristics. A consumer who experiences dissatisfaction in the post-consumption period has the possibility to change his buying decision behavior by looking for alternative brands in the next consumption to increase his satisfaction. In addition, the characteristics of the product category also influence consumers in seeking variety(Luo et al., 2012). Product characteristics include engagement and perceived differences between brands. However, the behavior of looking for variations by consumers is only carried out for a certain product category and not for other product categories. The creation of customer satisfaction can provide several benefits including the relationship between the company and its customers to be harmonious.

2. Method

Conceptual Framework

With the marketing mix, consumers become loyal to a product, but over time, consumers may switch brands by moderating the search for variations. Loyal consumers are consumers who are very satisfied with the products they use so that they will introduce them to anyone(Tuu et al., 2011). The existence of some buying situations is characterized by low consumer involvement but significant brand differences. In this case, consumers often switch brands, such as instant noodles. Consumers have some beliefs about instant noodles, choose instant noodle brands without doing much evaluation, and evaluate products during consumption. But on the next occasion, consumers may take another brand because they are bored or want to find a different taste. Brand switching occurs because of variety rather than dissatisfaction.
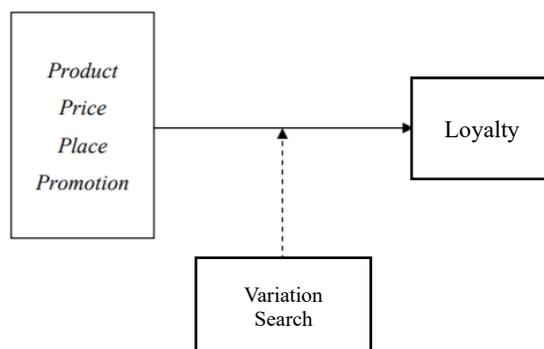

Figure 1. Conceptual Framework

Information :
　→　　: influence of marketing mix on loyalty.
　┄►　　: search for variation (moderator variable between marketing mix and loyalty).

The type of research used by the author is survey research, namely the systematic collection of information from respondents with a view to understanding the behavioral aspects of the population being studied (Sekaran, 2000:249). The author analyzes the data obtained from the respondents based on the questionnaire that has been compiled.

The population in this study were students of the Management Study Program, Faculty of Economics, Sanata Dharma Mrican University, Yogyakarta who consumed instant noodles of the Indomie brand, Mie Sedaap, and Mie ABC. As for sampling, it is also based on considerations of gender, class, monthly allowance, and the level of frequency of buying instant noodles. The sample in this study was 100 students of the Management Study Program, Faculty of Economics, Sanata Dharma Mrican University, Yogyakarta, so that the subjects studied really contributed to this research, meaning that all consumers of the Indomie, Sedaap, and ABC instant noodles brands could be represented based on group calculations. Determination of the number of samples is based on the formula (Umar, 2003:150):

$$n > p.q(Z_{\alpha}/2/e)^2$$

Where :

n	= Number of samples
$Z_{a/2}$	= Test value with a significance level of 5% ($Z_{\alpha/2}$=1.96)
e	= Tolerable error rate (5%)
p	= Proportion of the desired population has certain characteristics.
q= (1-p)	= The proportion of the population that is not desired has a certain characteristic.
pq	= If p and q are not known, it can be replaced by 0.25.

Based on the calculation of the formula, the number of samples (n) must be greater than 96 and in order to facilitate the calculation, it is rounded up to 100 samples of respondents. Sampling is the process of selecting a sufficient number of the population to study and understand the characteristics of the sample subjects so that researchers can generalize the character of the population elements (Sekaran, 2000:267). The sampling method used in this research is non-probability sampling. In this method, not all elements in the population have the same opportunity to become the research sample. The type of non-probability sampling used is accidental sampling. Accidental sampling is a sampling technique based on chance, that is, anyone who coincidentally meets a researcher can be used as a sample,

Measurement in research consists of purchasing numbers on empirical events according to certain rules. Based on this definition, the researcher measured the questionnaire data using the Likert Scale technique for measuring the questionnaire. The questions on the questionnaire are made in the form of multiple choice and each answer item has a different weight, the weights are: Strongly agree = 5 Agree = 4 Neutral = 3 Disagree = 2 Strongly disagree = 1.

In any research, the problem of using measuring instruments needs attention so that the results obtained are correct and reflect the actual state of the problem under study. Scientific measurement tools must meet valid and reliable criteria (reliable). Before analyzing the consumer, it is necessary to test the validity and reliability of the questionnaire as a means of measuring consumers.

Data Analysis Techniques, In calculating the influence of the marketing mix on student loyalty on instant noodle products, the Indomie, Sedaap, and ABC brands can use the Multiple Linear Regression analysis tool. Mathematically as follows:

Multiple Linear Regression : $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$

Where :

Y	= Consumer Loyalty
a	= Constant
b	= Regression Coefficient
X_1	= Product
X_2	= Price
X_3	= Place
X_4	= Promotion
e	= Error

After the multiple linear regression equation is known, the next step is to test the significance of the

regression equation. This test is used to determine the simultaneous effect of each independent variable. Therefore, the F test will be carried out which is the result of MSb/a (regression) and residual MS with the assumption that the multiple linear regression equation obtained is linear (Irianto, 2007). Tests can be calculated from the value of the deviation of each variable with their respective averages.

$$SS_{b/a} = b_1 \Sigma_{x1y} + b_2 \Sigma_{x2y} + b_3 \Sigma_{x3y}$$

While the degrees of freedom are k (number of independent variables) so that the means squares b/a which is the result of the SS with the degrees of freedom are:

$$\frac{MSb}{a} = \frac{SSb}{a} : k$$

The remaining sum of squares can be calculated by the formula:
$$SS_{sisa} = \Sigma(y - y)^2$$

Where the remaining degrees of freedom are nk-1. Thus the residual means squares are:
$$MS_{sisa} = SS_{sisa} : (nk-1)$$

Then the next calculated F can be obtained by the following formula:
$$F = MS_{b/a} : MS_{sisa}$$

With a significant level of 5%, the regression equation can be tested with the following test criteria: (a). F count < F table = Ho is accepted, meaning that the independent variable simultaneously or simultaneously does not affect the dependent variable significantly. (b). F count > F table = Ho is rejected, meaning that the independent variables simultaneously or jointly affect the dependent variable significantly.

Next will test the significance of the regression coefficient to determine the effect of the variables in the equation. In this regard, the coefficient b will be tested using t-test.

$$Kindergarten = \frac{b_k}{S_{bk}}$$

Where:
b_k = is the coefficient k
S_{bk} = is the standard deviation of the coefficient b to k

The standard deviation of the coefficient b can be calculated by the formula:

$$S_{bk} \sqrt{\frac{S_{y.123.....k}}{\Sigma x_k^2 - (1 - R_i^2)}}$$

Where :

$$X_k^2 = (X_k - X_k)^2$$

R_i^2 is the correlation between Xk and other independent variables.

By using a significant level of 5%, the t table will be obtained so that it can be tested with the following test criteria: (a). t count > t table = Ho is rejected and Ha is accepted, meaning that the independent variable significantly affects the dependent variable. (b). t count < t table = Ho is accepted and Ha is rejected, meaning that the independent variable does not affect the dependent variable.

Thus, hypothesis 1 will be answered by knowing the significance of the regression coefficient b of the marketing mix variable, namely: If the regression coefficient of the marketing mix variable is significant, then hypothesis 1 is accepted.

In calculating the marketing mix moderated by the search for variations affecting student loyalty to the instant noodle products of the Indomie, Sedaap, and ABC brands, you can use the Moderation Regression

analysis tool. In this study, moderating regression analysis was used to test the second hypothesis, namely the hypothesis regarding the moderating role of the variation search variable. The moderation regression model used in this study is as follows (Ghozali, 2007:164):

$$Y = a + b_1X_1 + b_2X_2 + b_3X_1 X_2 + e$$

Where :
Y   = Consumer Loyalty
a   = Constant
b   = Regression coefficient
X_1 = Marketing Mix
X_2 = Variation Search
$X_1 X_2$ = Interaction effect between marketing mix and variation search
e   = Error

The significance test of the effect of the search for variations as a moderator was carried out by using a t-test on the effect of the interaction effect of X_1X_2. If the effect of the X_1X_2 interaction effect has $p <$, it is concluded that the effect of the X_1X_2 interaction effect is significant; which means that the search for variation (X_2) is a moderator of the influence of the marketing mix (X_1) on student loyalty (Y) by considering whether before there were significant moderating variables X_1 and X_2 or not. If the effect of the X_1X_2 interaction effect has $p>\alpha$, it is concluded that there is no X_1X_2 interaction effect; which means the search for variation (X_2) is not a moderator of the marketing mix (X_1) on student loyalty (Y) by considering whether before there were significant moderating variables X_1 and X_2 or not.

3. Results and Discussion

It can be seen that students who consume instant noodles of the Indomie, Sedaap, and ABC brands have a tendency to answer questions on the questionnaire in the high category (somewhat agree to agree), only price and promotion variables tend to disagree. This is shown from the average answers of students who consume Indomie brand instant noodles ranging from 7.54 to 19.30, Sedaap brand ranging from 7.32 to 19.35, and ABC brand ranging from 7.63 to 19.88. It can be said that it can be assumed that the indicators used have been able to explain the variables that are formed and the influence that is built between variables is a positive influence. It can be seen in the following table:

Table 1. The Average Value of Student Perceptions on the Marketing Mix of Student Loyalty With Moderated Search for Variations

	Indomie (N=61)	Delicious (N=31)	ABC (N=8)	Total
Product	15.70	15.94	17.00	48.64
Price	7.97	7.32	7.63	22.92
Distribution	11.66	11.87	10.88	34.41
Promotion	7.54	7.58	9.38	24.5
Penc_var	19.30	19.35	19.88	58.53
Loyalty	12.08	11.48	12.75	36.31

Reliability Test

       Reliability test is used to measure the extent to which the results of a measurement can be trusted. In this study, the variables were declared reliable by looking at the Cronbach's Alpha value for each variable. If the Cronbach's Alpha value of each variable is > 0.6, then the questions are declared reliable.

       From the results above, it can be seen that Cronbach's Alpha value is greater than the value of r table, so the answers from the respondents to the questionnaire as a measuring tool are considered reliable. For respondents who amounted to 100 and with an alpha value of 5%, the r table value was 0.195. The results with Cronbach's Alpha analysis obtained that the product variable value was 0.801 > 0.195 r table, the value of the price variable was 0.689 > 0.195 r table, the value of the distribution/place variable was 0.815 > 0.195 r table, the value of the promotion variable was 0.759 > 0.195 r table, the variable value loyalty is 0.793 > 0.195 r table, and the value of the variation search variable is 0.684 > 0.195 r table, so it can be concluded in this study that each instrument of each dimension tested is declared reliable as seen from the Cronbach's Alpha value.

Analysis Prerequisite Test

Normality Test, A good regression equation is to be normally distributed. To find out a regression equation that is normally distributed is the normality test. The normality test was carried out using the Kolmogorov-Smirnov test on the residual value. According to Ghozali (2005), the requirement for a model to have a normal residual distribution is that the Kolmogorov-Smirnov value has a significance above the level of confidence used. In this study the level of confidence is 5%. The sample is said to be significant if the residuals are normally distributed with a significance > of the 5% confidence level. Kolmogorov-Smirnov value and the significance of this research data are KS=0.081 and sig=0.106. Based on the test results indicate that the regression model used has residual data that is normally distributed. In addition, the normality test of the regression equation can also be seen from the auto regression below.
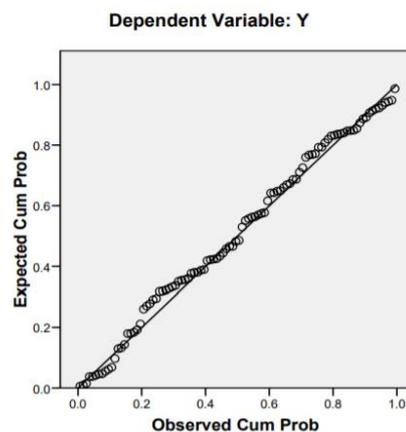

Figure 2. Histogram Normality

Based on the picture above, the regression equation can be said, the regression model has met the assumption of normality. This can be seen from the distribution of the data around the diagonal line and following the diagonal direction, so the regression model fulfills the assumption of normality.

Multicollinearity test is a test used to test whether in the regression model there is a correlation between independent variables. A good regression is a regression that does not occur multicollinearity. To detect the presence or absence of multicollinearity can be detected in the following ways: (1). If there is a fairly high correlation between independent variables (above 0.90) then this is an indication of multicollinearity. (2). Multicollinearity can also be seen from VIF, if VIF < 10, then the level of collinearity can be tolerated. (3). The eigenvalues of one or more independent variables that are close to zero indicate the presence of multicollinearity.

Table 2. VIF Nilai value

Variable	VIF value
Product	1.019
Price	1.051
Distribution/Place	1.064
Promotion	1.053

Based on table 2 above, it is known that the VIF value of all independent variables is < 10 and it can be concluded that there is no multicollinearity in the multiple regression equation.

Heteroscedasticity shows that the variance of the variables is not the same for all observations. If the residual variance from one observation to another observation remains, it is called homoscedasticity. A good regression model is one with homoscedasticity or no heteroscedasticity. One way to see if there is a heteroscedasticity problem is to look at the graph plot between the predicted values of the dependent variable. By looking at the points that have a certain regular pattern, it indicates that heteroscedasticity occurs and if there is a certain clear pattern and the points spread above and below the number 10 on the Y axis, it indicates that there is heteroscedasticity.
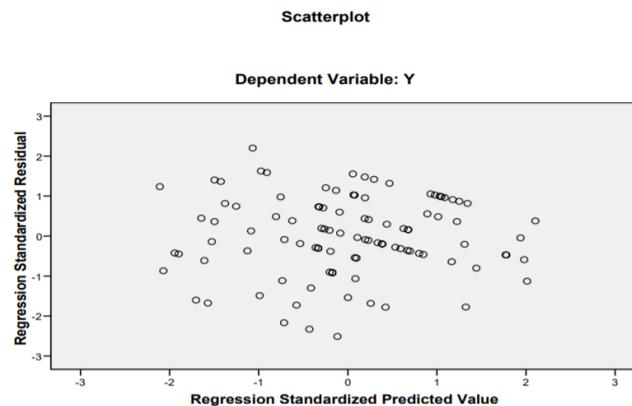
Figure 3. Heteroscedasticity Test

From the graph above, it can be concluded that there is no heteroscedasticity or the linear regression model is homoscedasticity.

Hypothesis test

In this study, there are two hypotheses proposed using two regression models, namely multiple linear regression and moderated linear regression. The two hypotheses are as follows: a) Marketing mix affects student loyalty to the instant noodle products of the Indomie, Sedaap, and ABC brands. b) Marketing mix moderated by the search for variations affects student loyalty to instant noodle products under the Indomie, Sedaap, or ABC brands. The first hypothesis will be analyzed using multiple linear regression and the second hypothesis will be analyzed using multiple regression with moderator variables.

Multiple Linear Regression Analysis and Discussion

Multiple linear regression analysis will analyze the influence of the marketing mix on student loyalty to the instant noodle products of the Indomie, Sedaap, and ABC brands. Multiple Linear Regression Equation, Based on the data obtained from the SPSS version 15.0 calculation, a multiple linear regression equation can be made from the existing variables for the student loyalty model for the instant noodle products of the Indomie, Sedaap, and ABC brands, namely:

$$Y = 1.433 + 0.249 \, X_1{}^{**} + 0.314 \, X_2{}^{**} + 0.167 \, X_3{}^{**} + 0.285 \, X_4{}^{**} + e$$

Note:
** Significant at p-value 0.05
* Significant at p-value 0.01

From the results of the calculations and tests above, all variables are stated to have a significant influence on student loyalty to the instant noodle products of the Indomie, Sedaap, and ABC brands. Of the 4 variables, the price variable has the strongest influence compared to other variables (product, place/distribution, and promotion) on student loyalty to instant noodle products with the Indomie, Sedaap, and ABC brands because it has the largest beta value of 0.314.

F Test (Simultaneous Test)

The F test is used to determine the effect of the independent variables simultaneously on the dependent variable. Based on the ANOVA table calculated from SPSS version 15.0 below, the F-count is 8.138 and the Sig value is 0.000. Based on this calculation, the value of Sig < , then at an error level of 5% it can be stated that simultaneously there is a very large influence between the marketing mix on student loyalty to the instant noodle products of the Indomie, Sedaap, and ABC brands.

Based on the results of the F test or simultaneous test, it shows that the product variable (X_1), price variable (X_2), distribution/place variable (X_3), and promotion variable (X_4) cumulatively affect student loyalty. Simultaneous testing shows that there is a clear effect of these variables simultaneously on student loyalty to the instant noodle products of the Indomie, Sedaap, and ABC brands. In addition, partially by using the t-test of product variables (X_1), price variables (X_2), distribution/place variables (X_3), and promotion variables (X_4) on student loyalty (Y) on Indomie brand instant noodle products, Delicious, and ABC. The dominant influence of these 4 variables on student loyalty to instant noodle products of the Indomie, Sedaap, and ABC brands, respectively, is the price variable, promotion variable, product variable, and distribution/place variables (based

on beta table of regression coefficient values and test results). The results of this partial test prove that the first hypothesis in this study is accepted.

T test (Partial Test)

Simultaneous test results show that there is a significant effect of product, price, distribution/place, and promotion of instant noodle products under the Indomie, Sedaap, and ABC brands. Then the next step will be partial testing to see which variables have a dominant influence on the instant noodle products of the Indomie, Sedaap, and ABC brands. The test results and partial regression coefficient calculations using SPSS version 15.0 are explained as follows:

Product

The product variable regression coefficient (X_1) is 0.249, meaning that there is an influence on student loyalty to the instant noodle products of the Indomie, Sedaap, and ABC brands. The t-count value for the product variable is 3.278 with a p-value of 0.001 indicating H0 is rejected because the p-value <0.05. This shows that, with 95% confidence, it can be stated that the product has a significant effect on student loyalty to the instant noodle products of the Indomie, Sedaap, and ABC brands, so that the first hypothesis is accepted. In addition, partially and simultaneously with other variables, the product variable significantly influences student loyalty to the instant noodle products of the Indomie, Sedaap, and ABC brands.

Price

The regression coefficient of the price variable (X_2) is 0.314, meaning that there is an influence on student loyalty to the instant noodle products of the Indomie, Sedaap, and ABC brands. The t-count value for the price variable is 2.401 with a p-value of 0.018, indicating that H0 is rejected because the p-value <0.05. This shows that, with 95% confidence, it can be stated that the price has a significant effect on student loyalty to the instant noodle products of the Indomie, Sedaap, and ABC brands, so that the second hypothesis is accepted. In addition, partially and simultaneously with other variables, the price variable significantly influences student loyalty to the instant noodle products of the Indomie, Sedaap, and ABC brands.

Distribution/Place

The regression coefficient of the distribution/place variable (X_3) is 0.167, meaning that there is an influence on student loyalty to the instant noodle products of the Indomie, Sedaap, and ABC brands. The t-count value for the distribution/place variable is 1.997 with a p-value of 0.049 indicating that H0 is rejected because the p-value <0.05. This shows that, with 95% confidence, it can be stated that the distribution/place has a significant effect on student loyalty to the instant noodle products of the Indomie, Sedaap, and ABC brands, so the third hypothesis is accepted. In addition, partially and simultaneously with other variables, the distribution/place variable significantly influences student loyalty to the instant noodle products of the Indomie, Sedaap, and ABC brands.

Promotion

The regression coefficient of the promotion variable (X_4) is 0.285, meaning that there is an influence on student loyalty to the instant noodle products of the Indomie, Sedaap, and ABC brands. The t-count value for the promotion variable is 2.397 with a p-value of 0.019 indicating H0 is rejected because p-value <0.05. This shows that, with 95% confidence, it can be stated that promotion has a significant effect on student loyalty to the instant noodle products of the Indomie, Sedaap, and ABC brands, so that the fourth hypothesis is accepted. In addition, partially and simultaneously with other variables, the promotion variable significantly influences student loyalty to the instant noodle products of the Indomie, Sedaap, and ABC brands.

Coefficient of Determination Analysis

Analysis of the coefficient of determination is used to determine how big the percentage of the independent variable's contribution simultaneously to the dependent variable. From the results of calculations and testing using SPSS version 15.0 the following results were obtained: The value of R square is 0.255 or 25.5%. This means that the influence of the marketing mix variable on student loyalty to the instant noodle products of the Indomie, Sedaap, and ABC brands is 25.5% while the remaining 74.5% is influenced by other factors not examined.

Analysis and Discussion of Multiple Linear Regression with Moderator Variables

Moderating variables are variables whose presence will affect the direction and or strength of the relationship between the independent variable and the dependent variable. This variable will strengthen or weaken the relationship between the independent and dependent variables. In this study, the search for variation was determined as a variable that moderated the effect of the marketing mix (X_1) on student loyalty (Y) on instant noodle products with the brands Indomie, Sedaap, and ABC. Moderation analysis was conducted to determine whether the search for variation is a variable that moderates the effect of the marketing mix on student loyalty to instant noodle products under the Indomie, Sedaap, and ABC brands. By using SPSS version

15.0, the results of the moderating regression equation are as follows:

$$Y = -29.204 + 1.919X_1{**} + 0.192X_2 + 0.123X_3 + 0.897X_4 - 0.089X_1{**}X_{penc.var} + 0.009X_2X_{penc.var} + 0.003X_3X_{penc.var} - 0.031X_4X_{penc.var} + 1.605X_{penc.var}{**} + e$$

Note:
** Significant at p-value 0.05
* Significant at p-value 0.01

The regression equation above will be explained as follows: The Moderation Regression Equation above explains the relationship between the marketing mix variables (product, price, place/distribution, and promotion) on student loyalty to the instant noodle products of the Indomie, Sedaap, and ABC brands. Based on the above equation, the product only moderates the effect of the product on student loyalty, positive moderation. That is, reinforced by the search for variations. If the quality of the product is getting better according to the student's perception, the students will be more loyal to the product. Meanwhile, the effect of price, place/distribution, and promotion was not moderated by the search for variations. Thus, before there was a variation search variable as a moderating variable, the marketing mix variable (product, price, place/distribution, and promotion) has a positive and significant effect on student loyalty to instant noodle products with the Indomie, Sedaap, and ABC brands. By presenting affordable prices and in accordance with student pocket money, the response was positive so that it was able to generate student loyalty to the instant noodle products of the Indomie, Sedaap, and ABC brands. The more affordable the price according to students' perceptions, the more loyal students are to buy it. The influence of place/distribution, by providing distribution centers that are easily accessible by students so that they are easy to obtain and do not need to use transportation to get them. This ease of distribution is able to make students satisfied because with it they can get instant noodles of the Indomie, Sedaap, and ABC brands whenever and wherever they want it. so that it raises student loyalty to the Indomie, Sedaap, and ABC brands of instant noodles. The effect of promotion with attractive advertisements and organizing interesting events is able to convince students of the Indomie, Sedaap, and ABC instant noodle products that the instant noodles they consume can replace rice as a substitute for food. From all of this, the more students like instant noodles for the Indomie, Sedaap, and ABC brands, the cheaper the price, the easier and faster the distribution, and the more attractive and trustworthy the advertisements are, the more loyal consumers are to the Indomie, Sedaap, and ABC instant noodles. . If the more variations are sought, the weaker student loyalty will be to the instant noodle products of the Indomie, Sedaap, and ABC brands. Based on the analysis and discussion of the above equations, it shows that before there was a moderating variable for the search for variation, the marketing mix variable had a significant effect on student loyalty to the instant noodle products of the Indomie, Sedaap, and ABC brands. However, after adding the variation search moderating variable, the marketing mix on student loyalty to the instant noodle products of the Indomie, Sedaap, and ABC brands, not all marketing mix variables (product, price, place/distribution, and promotion) had a significant effect, only product variables had a significant effect. and have a positive influence.

4. Conclusion

Based on the results of the analysis and discussion described in the previous chapter as well as in the conceptual framework of the study, it can be concluded that: (1) Marketing Mix is a factor that influences student loyalty to the instant noodle products of the Indomie, Sedaap, ABC brands. (a). Product factors affect student loyalty to instant noodle products of the Indomie, Sedaap, ABC brands. (b). The price factor is the factor that has the most dominant influence compared to other factors (price, place/distribution, and promotion) on student loyalty to instant noodle products under the Indomie, Sedaap, ABC brands. (c). The place/distribution factor has an influence on student loyalty to the instant noodle products of the Indomie, Sedaap, ABC brands. (d). Promotional factors have an influence on student loyalty to the instant noodle products of the Indomie, Sedaap, ABC brands. (2). The search for variations only strengthens the effect of the product on student loyalty to the instant noodle products of the Indomie, Sedaap, and ABC brands. The search for variation does not strengthen/weaken the effect of price, place/distribution, and promotion on student loyalty to instant noodle products under the Indomie, Sedaap, and ABC brands.

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