

The Effect of Marketing on Student Loyalty in Indomie, Sedap, and ABC Instant Noodle Products with Moderated Variations

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ABSTRACT

This study aims to determine the effect of the marketing mix on student loyalty to the instant noodle products of the Indomie, Sedaap, and ABC brands by moderating the search for variations. This research was conducted at the Management Study Program, Faculty of Economics, Sanata Dharma University, Yogyakarta. Data was collected by using a questionnaire technique. The population used in this study were students of the Management Study Program, Faculty of Economics, Sanata Dharma University, Yogyakarta, from the class of 2005-2008 who had consumed instant noodles of the Indomie, Sedaap, and ABC brands. The sampling technique in this study is non-probability accidental sampling. The sample obtained 100 respondents who have consumed instant noodles brand Indomie, Sedaap, and ABC. The data analysis technique used is Multiple Linear Regression Analysis and Moderation Regression Analysis. Based on the results of the analysis, it is known that: 1). Marketing Mix affects student loyalty. 2). The search for variations only moderates the effect of the product on student loyalty.

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1. Introduction

The development of consumption of wheat-based instant food from year to year shows a positive trend and is growing (Othman & Maulana, 2014). This can be seen from the increasing number of food products sold in food product sales centers. These changes have indirectly changed people's tastes and habits for the food products they consume (Suhartanto & Putra, 2018).

This shift in people's consumption patterns turned out to have a positive impact on the instant food industry, especially the instant noodle industry. It is undeniable that noodles have become an important part of the household diet, not only in urban areas but also in rural areas (Nafali & Soepeno, 2016). The role of noodles is indeed "flexible", not only as a staple food, but can also act as side dishes so people often find people who eat rice with fried noodles or noodle soup (Utami, 2017).

The marketing mix strategy is an integrated plan between the product mix, price mix strategy, distribution mix strategy, and promotion mix strategy used to serve the target market. 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 (Rivanto, 2010).

Based on previous research, 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 (Lestiawati, nd). For this reason, producers must be able to compete in producing goods as well as possible, according to the tastes of buyers. In addition, producers must pay attention to the following things: 1) Should the goods be made, 2) How are the product designs, trademarks, etc., 3) How are the

packaging designs for these products, 4) What is the composition and size of the potential market? 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. In making a purchase, consumers need information about the product to be purchased (Leksono & Herwin, 2017). Promotion is a one-way flow of information or persuasion created to direct a person or organization to an exchange-creating action in marketing. Good promotion is expected to establish communication between producers and consumers. Likewise, consumer students of the Management Study Program, Faculty of Economics, Sanata Dharma University in meeting the needs of consuming instant noodles (Rotinsulu, Sumayku, & Sambul, 2015).

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 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 sales prices are not too high, and advertise heavily to encourage brand preference and intention to use or try it. (Kotler, 2000). Thus, a successful product is a product that is acceptable to consumers with attributes and appearance that meet consumer needs. 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 (Saputra, 2016).

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. (Harianto, 2013). After consumers buy and enjoy 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. However, under 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.

A consumer who experiences dissatisfaction in the post-consumption period has the possibility to change his buying decision behavior by looking for alternative brands at the next consumption to increase his satisfaction. In addition, the characteristics of the product category also influence consumers in seeking variety. 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 (Irawan, Indyastuti, & Suliyanto, 2018).

The creation of customer satisfaction can provide several benefits including the relationship between the company and its customers to be harmonious, providing a good basis for repeat purchases and creating customer loyalty, and forming a word of mouth recommendation that benefits the company (Tjiptono, 2001: 24).

2. Research Method

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.

2.1. Population and Sample

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 taking samples, it is also based on considerations of gender, class, monthly pocket money, 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 Indomie, Sedaap, and ABC instant noodles could be represented based on group calculations. Determination of the number of samples is based on the formula (Umar, 2003:150):

$$n > pq(Z\alpha/2/e)^2$$

Where :

N =Number of samples

$Z_{\alpha/2}$ =Test value with a significance level of 5% ($Z_{\alpha/2}=1.96$)

e =Level tolerable error (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 unknown,then it can be replaced with 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 populations to study and understand the characteristics of the sample subjects so that researchers can generalize the characteristics of 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, if it is deemed that the person who happened to be met is suitable as a data source (Sugiyono, 2001:77).

3. Results And Discussions

3.1 Characteristics of Respondents (Student/i)

By using the data analysis of respondents' (student/i) descriptions obtained through distributed questionnaires, data regarding the characteristics of students/i were obtained. The students of this study were classified into several characteristics, including: gender, class, monthly allowance, how often they use instant noodles per week, and brands of instant noodles that are often used. The characteristics of students in this study can be seen in the table below.

Table 1. Characteristics of Students by Gender

Force	Gender		Amount	Percentage
	Man	Woman		
2005	13	7	20	20%
2006	12	16	28	28%
2007	9	16	25	25%
2008	10	17	27	27%
Total	44	56	100	100%

Based on table V.1 above, it can be seen that most of the students from the entire generation are female, namely 56 people or 56% and the remaining 44 people or 44% are men.

Table 2. Characteristics of Students Based on Monthly Pocket Money

Force	Student Monthly Pocket Money			Amount	Percentage
	Rp. 300,000 –				
	< Rp. 300,000	Rp. 750,000	> Rp. 750,000		
2005	3	12	5	20	20%
2006	4	16	8	28	28%
2007	2	15	8	25	25%
2008	7	7	13	27	27%
Total	16	50	34	100	100%

Based on table V.2 above, it can be seen that most of the students from the entire class have a monthly allowance of between Rp.300,000-Rp.750,000, which is 50 people or 50%, then a monthly allowance of >Rp.750,000, which is as much as 34 people or 34%, and the last monthly allowance of <Rp.300,000, which is 16 people or 16%.

Table 3. Characteristics of Students Based on Frequency of Consuming Noodles Instant in One Week

Force	The frequency of students consuming instant noodles in one week			Amount	Percentage
	one week				
	< 3x a week	3x a week	> 3x a week		
2005	12	6	2	20	20%
2006	18	5	5	28	28%
2007	15	6	4	25	25%
2008	14	8	5	27	27%
Total	59	25	16	100	100%

Based on table V.3 above, it can be seen that most of the students from the entire class who often consume instant noodles in one week are <3x a week, namely 59 people or 59%, then 3x a week, namely 25 people or 25%, and the last as many as >3x a week, namely 16 people or 16%.

Table 4. Characteristics of Students Based on Frequent Instant Noodle Brands Consumed

Force	Brands of instant noodles that are often consumed			Amount	Percentage
	often consumed				
	Indomie	delicious	A B C		
2005	6	9	5	20	20%
2006	21	5	2	28	28%
2007	16	9	-	25	25%
2008	18	8	1	27	27%
Total	61	31	8	100	100%

Based on table V.4 above, it can be seen that most students from the entire class often consume Indomie brand instant noodles, namely 61 people or 61%, then Sedaap instant noodles as many as 31 people or 31%, and instant noodles the last brand ABC is as many as 8 people or 8%.

3.2 Data Analysis and Discussion

Table 5. The Average Value of Student Perceptions on the Marketing Mix on Student Loyalty With Moderated Variation Search

	ndomie (N=61)	Delicious (N=31)	A B C (N=8)	Total
Product	15.70	15.94	17.00	48.64
Price	7.97	7.32	7.63	22.92
Distributi on	11.66	11.87	10.88	34.41
Promotio n	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

Based on table V.5 above, 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.

3.3 Data Quality Test

To test whether the question items are valid and reliable by using the validity test and reliability test. The test was conducted to find out whether the questionnaire used as research material was suitable for use or not. The test was carried out with SPSS 15.0 for Windows computer tools. The results of testing the validity and reliability will be described as follows:

a. Validity test

The questionnaire used must first be tested for validity. Validity means the extent to which the accuracy and accuracy of a measuring instrument performs its measuring function. The higher the

validity of a measuring instrument, the more precisely the measuring instrument hits its target. Testing the validity level of the questionnaire was carried out using the product moment correlation technique with a significance level (α) = 5%. If the calculated r value (output reliability and validity of the processed SPSS 15.0 for windows) obtained is greater than the value of r table, it indicates that the measuring instrument is valid. On the other hand, if the calculated r value obtained is smaller than the r table value, it indicates that the measuring instrument is not valid. The results of the research validity test are as follows:

Table 6. Product Validity Testing (X1)

No	Item	r count	r table	Status
1.	PROD1	0.774	0.195	Valid
2.	PROD2	0.800	0.195	Valid
3.	PROD3	0.805	0.195	Valid
4.	PROD4	0.785	0.195	Valid

From each question item for the Product variable (X1) it can be said to be valid or can be used to conduct research because the calculated r value for each question item is greater than the r table value, where the r table value of 100 with a significance level of 5% is 0.195. In table V.6 it can be seen that the calculated r value for the product questions (X1) ranges from 0.774 to 0.805.

Table 7. Price Validity Test (X2)

No	Item	r count	r table	Status
1.	HAR1	0.878	0.195	Valid
2.	HAR2	0.868	0.195	Valid

From each question item for the Price variable (X2) it can be said to be valid or can be used to conduct research because the calculated r value for each question item is greater than the r table value, where the r table value of 100 with a significance level of 5% is 0.195. In table V.7 it can be seen that the calculated r value for the questions Price (X2) ranges from 0.868 to 0.878.

Table 8. Distribution/Place Validity Testing (X3)

No	Item	r count	r table	Status
1.	DIST1	0.854	0.195	Valid
2.	DIST2	0.873	0.195	Valid
3.	DIST3	0.836	0.195	Valid

From each question item for the Distribution/Place variable (X3) it can be said to be valid or can be used to conduct research because the calculated r value for each question item is greater than the r table value, where the r table value of 100 with a significance level of 5% is 0.195. In table V.8 it can be seen that the calculated r value for the Distribution/Place (X3) questions ranges from 0.836 to 0.873.

Table 9. Promotion Validity Test (X4)

No	Item	r count	r table	Status
1.	PROM1	0.901	0.195	Valid
2.	PROM2	0.895	0.195	Valid

From each question item for the Promotion variable (X4) it can be said to be valid or can be used to conduct research because the calculated r value for each question item is greater than the r table value, where the r table value of 100 with a significance level of 5% is 0.195. In table V.9 it can be seen that the calculated r value for the Promotion questions (X4) ranges from 0.895 to 0.901.

Table 10. Student Loyalty Validity Testing (Y)

No	Item	r count	r table	Status
1.	LOY1	0.822	0.195	Valid
2.	LOY1	0.884	0.195	Valid
3.	LOY1	0.817	0.195	Valid

From each question item for the Student Loyalty variable (Y) it can be said to be valid or can be used to conduct research because the calculated r value for each question item is greater than the r table value, where the r table value of 100 with a significance level of 5% is 0.195. In table V.10 it can be seen that the calculated r value for the three Student Loyalty questions (Y) ranges from 0.817 to 0.884.

b. 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.

Table 11. Reliability Test Results

Variable	Coefficient <i>Cronbach's Alpha</i>	Criteria	Status
(X1) Product Items 1-4	0.801	0.6	Reliable
(X2) Item Price 1-2	0.689	0.6	Reliable
(X3) Distribution/Place	0.815	0.6	Reliable
(X4) Promotion Item 1-2	0.759	0.6	Reliable
(Y) Loyalty Items 1-3	0.793	0.6	Reliable
Var_Moderator:Item Variation Search 1-5	0.684	0.6	Reliable

From the results above, it can be seen that the Cronbach's Alpha value is greater than the r table value, so the answers from the respondents to the questionnaire as a measuring tool are considered reliable. For respondents totaling 100 and with an alpha value of 5%, the r table value was 0.195. The results with Cronbach's Alpha analysis obtained the product variable value of $0.801 > 0.195$ 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 value of Cronbach's Alpha.

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: Marketing Mix is a factor that influences student loyalty to instant noodle products under the Indomie, Sedaap, ABC brands. Product factors affect student loyalty to instant noodle products with Indomie, Sedaap, ABC brands. 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. The place/distribution factor has an influence on student loyalty to the instant noodle products of the Indomie, Sedaap, ABC brands. Promotional factors have an influence on student loyalty to the instant noodle products of the Indomie, Sedaap, ABC brands.

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